

December 7, 1953

Mr. Frank Schooley  
University of Illinois  
Urbana, Illinois

Dear Frank:

I have seen your letter to Professor Remmers of the  
Purdue Opinion Panel concerning the New York TV Study.

I react to the possibility that the Study will not be made  
during the standard measurement week. We have three  
years of the first working week in January. A deviation  
from that would necessarily cut down on comparability.  
I realize that the time is short and probably Remmers has  
asked for more time to make preparations. Nevertheless,  
I feel that every effort should be made to do the Study during  
the week of January the 3 to the 9.

With all best wishes, believe me,

Cordially yours,

Seymour N. Siegel  
Director

sns-lg

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
URBANA, ILLINOIS

Beverly Hotel  
New York, N. Y.  
January 22, 1952

FOR IMMEDIATE RELEASE

NEW YORK TV REVISITED

The quantity of drama on New York television stations and the number of programs identified with educational institutions both showed a sharp increase compared to a year ago, according to the preliminary results of a survey released today by Dr. Dallas W. Smythe, Director of Studies of the National Association of Educational Broadcasters.

These were highlights of the study of all New York TV programs for the week of January 4-10, 1952, the second such annual inventory conducted by the Educational group.

The present study was directed by Professor Dallas W. Smythe, as Director of Studies of the National Association of Educational Broadcasters. The President of the National Association of Educational Broadcasters is Mr. Seymour N. Siegel, Director of WNYC. The study was made possible by a grant from the Fund for Adult Education established by the Ford Foundation. Release of preliminary results at this time parallels release of the 1951 study. The purpose of the study is to provide information concerning television programming for the benefit of the television industry, government agencies, educational institutions, civic organizations, and the general public.

The 1952 study was located at The Biblical Seminary in New York. Thirty five monitors were recruited from among graduate students in psychology and sociology at Columbia University and New York University. Eight 22-inch TV sets (loaned for the study by the Zenith Radio Corporation's New York office) were equipped with headphones and a ninth set was provided for supervisory purposes. The equipment used by the monitors included stopwatches and two Western Union electric clocks.

During the study week all of the program time of the seven TV stations serving the New York area was observed and studied. Independent double monitoring for reliability-check purposes was conducted on the eighth set.

In addition to the preliminary results released today, a later report will provide additional information including a study of the amount, kind and context of violence in TV programming, and a special analysis of (1) programs appraised favorably and unfavorably by TV critics, and (2) programs standing high and low in audience acceptance, according to program rating services.

Some highlights in the attached summary statements are as follows:

Time On The Air:

The seven stations provided 11.3 percent more program time in the study

week in 1952 than in 1951. In the 1952 week a total of 627 hours, 25 minutes was clocked.

Programming By Class of Program:

All Drama programs in 1951 were 33.2 percent of total program time. In 1952 the comparable figure had risen to 42.4 percent.

Drama programs for the general audience in 1951 were 25.4 percent of total time; in 1952, 35.7 percent.

Drama programs for the child audience in 1951 were 7.8 percent; in 1952, 6.7 percent. The classification of children's programs does not include all programs available to children. In order to qualify as a children's program, a program has to be manifestly intended for the child audience (by specific program content or advertising content, or by format).

The largest sub-class of Drama, Crime Drama, totaled in 1951 10.0 percent of total program time; in 1952 it was 14.8 percent. In 1952 Crime Drama (general) was 14.6 percent, Crime Drama (children) was 0.2 percent.

The second largest sub-class of Drama programs, Western, totalled 7.8 percent in 1951, and 8.3 percent in 1952. In the present study, Western Drama (general) was 4.2 percent, and Western Drama (children) was 4.1 percent.

Of the general classes, Variety programs were quantitatively second to Drama. The total of Variety programs in 1951 was 18.4 percent. This year the comparable total was 10.9 percent.

The Variety (general) class in 1951 was 13.6 percent; in 1952, it was 6.2 percent.

Children Variety in 1951 totalled 2.1 percent; in 1952 it amounted to 2.4 percent.

Domestic Variety in 1951 totalled 2.7 percent; in 1952 it was 2.3 percent.

The Drama and Variety programs together accounted for 51.6 percent of all program time in 1951; in 1952 these types of programs aggregated 53.3 percent.

Children's programs in 1951 were 12.5 percent of total program time; in 1952 the comparable figure was 11.0 percent.

Domestic programs in 1951 were 10.2 percent; in 1952 they totalled 10.8 percent.

Sports programs were 10.1 percent of total program time in 1951; in 1952, they were 8.4 percent.

The group of program classes characterized by their relation to information amounted in total to 12.5 percent in 1951, and to 13.4 percent in 1952.

This group includes

Information	(total)	1951 : 4.3 percent
		1952 : 3.8     "



Information	(general)	1951 : 3.3 percent 1952 : 2.9 "
Information	(children)	1951 : 1.0 " 1952 : 0.9 "
Public Issues		1951 : 1.4 " 1952 : 1.9 "
Public Events		1951 : 0.9 " 1952 : 1.4 "
News		1951 : 5.5 " 1952 : 5.9 "
Weather		1951 : 0.4 " 1952 : 0.4 "

#### Effect of disintegrating mixed types of programs

The bulk of the analysis is on the assumption that a program may be classified, per se, as a unit. For certain programs which have a heterogeneous content, such as Variety, Popular Music, and Quiz, Stunts and Contents, it is of interest to inquire what would be the effects of treating each entertainment unit in such programs as if it were a whole program. Such an analysis is offered in the table dealing with the amount of program time in various classes of programs before and after the disintegration of these mixed program classes. The highlights of this analysis are as follows:

The program classes which show increased amounts of time after disintegration of the mixed classes are:

Popular Music (which gains 306 minutes and becomes 4.5 percent of total program time rather than 3.7 percent);

Personalities, (which gains 93 minutes and becomes 2.6 percent rather than 2.4 percent);

Sports programs, (which gain 69 minutes and rise from 8.4 percent to 8.6 percent);

Light Music (which gains 26 minutes and becomes 0.1 percent rather than 0 percent);

Serious Music (which gains 18 minutes and becomes 0.6 percent rather than 0.5 percent).

The classes of programs related to information showed no significant change as a result of the disintegration. Public Events and Weather were unchanged. Information (General) increased 11 minutes. Children's Information increased 5 minutes. Public Issues programs increased 10 minutes. News programs increased 4 minutes.

As a result of the disintegration, Dance, which had previously had no program time, acquired 11 minutes. There is no change in program time assigned to Fine Arts, which stands at 29 minutes, or 0.1 percent.



Diversity of classes of program services available at stated hours.

A series of tables in the preliminary release identify the class of program offered on each TV channel serving the New York area at stated hours during the week in both 1951 and 1952. In making this analysis we have identified the first complete program available to the viewer on each channel beginning at the stated hours. This rule was followed consistently with two exceptions. News or Weather programs of very short duration were ignored. Where a program such as a two-hour sport program had started a few minutes before the stated hour, such a program was included.

Programs Identified With Educational Institutions

In 1951, one program, on WABD, was identified with an educational institution.

In 1952, 13 programs were so identified. Of these,

6	were on	WATV
3	" "	WPIX
2	" "	WABD
1	was	WTZ-TV
1	" "	WCBS-TV

Amount of Primary Advertising

In 1952 there were clocked 3104 Primary advertisements aggregating 51 hours and 31 minutes. This is 14 percent more advertisements but 7 percent less primary advertising time than for the comparable week in 1951.

The primary advertisements clocked amounted to 8 percent of total time on the air as compared with 10 percent a year ago.

The reliability check on the present study has not been completed, but experience with the Los Angeles TV study indicates that the monitoring technique employed in this study misses up to 10 percent of the primary advertising time.

Secondary Advertising

Tabulations are not yet complete on the substantial volume of secondary advertising observed during this week.

NEW YORK TELEVISION, JANUARY 4-10, 1952

Preliminary

NUMBER AND AVERAGE LENGTH IN SECONDS OF PRIMARY ADVERTISEMENTS  
AND PERCENT OF TOTAL PROGRAM TIME DEVOTED TO THEM, BY STATIONS, BY DAYS OF THE WEEK

NUMBER OF PRIMARY ADVERTISEMENTS

	MON.	TUES.	WED.	THURS.	FRI.	TOTAL WEEKDAYS	SAT.	SUN.	TOTAL WEEK
WCBS-TV	101	78	98	137	92	506	63	50	619
WNBT	95	93	100	107	109	504	67	82	653
WABD	64	75	55	65	131	390	25	46	461
WJZ-TV	66	75	45	91	110	387	38	34	459
WOR-TV	34	27	40	32	78	211	33	34	278
WPIX	42	57	53	55	52	259	41	56	356
WATV	29	54	44	31	39	197	46	35	278
ALL STATIONS	431	459	435	518	611	2454	313	337	3104

AVERAGE LENGTH (IN SECONDS) OF PRIMARY ADVERTISEMENTS

	MON.	TUES.	WED.	THURS.	FRI.	TOTAL WEEKDAYS	SAT.	SUN.	TOTAL WEEK
WCBS-TV	54	69	45	43	53	51	48	55	51
WNBT	60	61	51	53	53	55	49	61	55
WABD	64	64	53	75	38	56	57	51	55
WJZ-TV	62	76	81	62	47	63	81	67	65
WOR-TV	67	59	49	50	42	51	119	109	66
WPIX	69	64	78	71	75	71	55	51	66
WATV	83	68	78	82	64	74	65	84	74
ALL STATIONS	62	66	59	58	50	58	64	65	60

PERCENT OF TOTAL PROGRAM TIME DEVOTED TO PRIMARY ADVERTISEMENTS

	MON.	TUES.	WED.	THURS.	FRI.	TOTAL WEEKDAYS	SAT.	SUN.	TOTAL WEEK
WCBS-TV	5.3	9.2	7.7	10.3	8.4	9.0	5.6	5.1	8.0
WNBT	4.0	10.3	9.1	10.3	12.9	10.5	6.7	9.3	9.8
WABD	13.2	14.9	9.0	14.6	15.0	13.3	4.7	7.1	11.3
WJZ-TV	8.0	11.0	6.7	11.0	10.1	9.3	8.1	5.3	8.7
WOR-TV	4.7	3.4	4.2	3.4	7.2	4.6	10.9	10.3	6.0
WPIX	6.6	8.7	10.0	9.8	8.6	8.4	5.7	5.8	7.6
WATV	5.4	8.1	7.8	5.9	5.7	6.6	6.9	6.6	6.6
ALL STATIONS	8.0	9.2	7.6	9.2	9.5	8.7	6.9	7.0	8.2

NEW YORK TELEVISION, JANUARY 4-10, 1952:  
TOTAL PROGRAM TIME FOR THE WEEK, BY CLASS OF PROGRAM,  
BEFORE AND AFTER DISINTEGRATION OF MIXED PROGRAM CLASSES

Preliminary

		Total Program Time			
		Before Disintegration		After Disintegration	
		Minutes	Percent	Minutes	Percent
1	News	2203	5.9	2207	5.9
1(a)	News reports	2143	5.7	2147	5.7
1(b)	Special events and features	60	.2	60	.2
2	Weather	144	.4	144	.4
3	Public issues	704	1.9	714	1.9
3(a)	Individual views	225	.6	235	.6
3(b)	Discussion and debate	479	1.3	479	1.3
4	Public events	545	1.4	545	1.4
5	Public Institutional programs	600	1.6	610	1.6
5(a)	Expository	181	.5	191	.5
5(b)	Dramatization	419	1.1	419	1.1
6	Information (General)	1103	2.9	1114	3.0
6(a)	Science	106	.3	106	.3
6(b)	Travelogue	343	.9	346	.9
6(c)	Other	654	1.7	662	1.8
7	Religion	371	1.0	384	1.0
8	Drama	13,432	35.7	13,498	35.9
8(a)	Domestic	1507	4.0	1511	4.0
8(b)	Crime	5514	14.6	5514	14.6
8(c)	Western	1563	4.2	1563	4.2
8(d)	Action	871	2.3	878	2.3
8(e)	Comedy	1160	3.1	1215	3.2
8(f)	Romance	1722	4.6	1722	4.6
8(g)	Musical	286	.8	286	.8
8(h)	Classics	300	.8	300	.8
8(i)	Other	509	1.4	509	1.4
9	Dance	-	-	11	* 1/
10	Music	1577	4.2	1927	5.1
10(a)	Serious	202	.5	220	.6
10(b)	Light	-	-	26	.1
10(c)	Popular	1375	3.7	1681	4.5
11	Fine Arts	29	.1	29	.1
12	Variety	2342	6.2	1725	4.6
13	Personalities	889	2.4	982	2.6
14	Quiz, stunts, contests	2353	6.3	1390	3.7
14(a)	Experts, guests	729	1.9	553	1.5
14(b)	Studio audience	945	2.5	550	1.5
14(c)	Telephone	424	1.1	230	.6
14(d)	Amateur	255	.7	57	.2
15	Sports	3162	8.4	3231	8.6
15(a)	News, interviews	457	1.2	526	1.4
15(b)	Spectator sports	2551	6.8	2551	6.8
15(c)	Participant sports & recreations	154	.4	154	.4
16	Domestic	4064	10.8	3619	9.6
16(a)	Cooking	754	2.0	762	2.0
16(b)	Arts & crafts, & hobbies	441	1.2	446	1.2
16(c)	Shopping & merchandise	1335	3.5	1410	3.7
16(d)	Personal care	180	.5	186	.5
16(e)	Personal relations	382	1.0	382	1.0
16(f)	Domestic variety	852	2.3	313	.8
16(g)	Housewives' music	-	-	-	-
16(h)	Other	120	.3	120	.3
17	Children's programs	4127	11.0	3657	9.7
17(a)	Information & instruction	352	.9	357	.9
17(b)	Pre-school entertainment	29	.1	35	.1
17(c)	Drama	2538	6.7	2662	7.0
17(c)(1)	Crime	61	.2	61	.2
17(c)(2)	Western	1556	4.1	1564	4.2
17(c)(3)	Comedy	543	1.4	588	1.6
17(c)(4)	Adventure & historical	254	.7	254	.7
17(c)(5)	Children's action	83	.2	91	.2
17(c)(6)	Fairy tales	41	.1	66	.2
17(c)(7)	Classics	-	-	-	-
17(c)(8)	Other children's drama	-	-	38	.1
17(d)	Teen-age variety	30	.1	24	.1
17(e)	Other variety	879	2.3	450	1.2
17(f)	Quiz, stunts & contests	271	.7	119	.3
17(g)	Other children's programs	28	.1	10	* 1/
	Other			1858	4.9
Total		37,645	100.0	37,645	100.0

\* 1/ Less than 0.05 percent



NEW YORK TELEVISION, JANUARY 4-10, 1952:  
NET PROGRAM TIME BY CLASS OF PROGRAM,  
AND RATIO OF NET TO TOTAL PROGRAM TIME

Class of Program		Net Program Time		Ratio of Net to Total Program Time (Percent)
		Minutes	Percent	
1	News	1926	5.7	87.4
1(a)	News reports	1874	5.6	87.4
1(b)	Special events and features	52	.2	86.7
2	Weather	106	.3	73.6
3	Public issues	632	1.9	89.8
3(a)	Individual views	201	.6	89.3
3(b)	Discussion and debate	431	1.3	90.0
4	Public events	533	1.6	97.8
5	Public institutional programs	548	1.6	91.3
5(a)	Expository	170	.5	93.9
5(b)	Dramatization	378	1.1	90.2
6	Information (General)	1041	3.1	94.4
6(a)	Science	101	.3	95.3
6(b)	Travelogue	325	1.0	94.8
6(c)	Other	586	1.7	89.6
7	Religion	353	1.1	95.1
8	Drama	12,295	36.7	91.5
8(a)	Domestic	1318	3.9	87.5
8(b)	Crime	5111	15.3	92.7
8(c)	Western	1446	4.3	92.5
8(d)	Action	784	2.3	90.0
8(e)	Comedy	1066	3.2	91.9
8(f)	Romance	1574	4.7	91.4
8(g)	Musical	259	.8	90.6
8(h)	Classics	265	.8	88.3
8(i)	Other	472	1.4	92.7
9	Dance	-	-	-
10	Music	1347	4.0	85.4
10(a)	Serious	181	.5	89.6
10(b)	Light	-	-	-
10(c)	Popular	1166	3.5	84.8
11	Fine Arts	20	.1	69.0
12	Variety	2006	6.0	85.7
13	Personalities	733	2.2	82.5
14	Quiz, stunts, contests	2064	6.2	87.7
14(a)	Experts, guests	633	1.9	86.8
14(b)	Studio audience	851	2.5	90.1
14(c)	Telephone	353	1.1	83.3
14(d)	Amateur	200	.6	78.4
15	Sports	2952	8.8	93.4
15(a)	News, interviews	406	1.2	88.8
15(b)	Spectator sports	2403	7.2	94.2
15(c)	Participant sports & recreations	142	.4	92.2
16	Domestic	3282	9.8	80.8
16(a)	Cooking	623	1.9	82.6
16(b)	Arts & crafts, & hobbies	346	1.0	78.5
16(c)	Shopping & merchandise	943	2.8	70.6
16(d)	Personal care	180	.5	100.0
16(e)	Personal relations	330	1.0	86.4
16(f)	Domestic variety	747	2.2	87.7
16(g)	Housewives' music	-	-	-
16(h)	Other	95	.3	79.2
17	Children's programs	3659	10.9	88.7
17(a)	Information & instruction	327	1.0	92.9
17(b)	Pre-school entertainment	25	.1	86.2
17(c)	Drama	2276	6.8	89.7
17(c)(1)	Crime	52	.2	85.2
17(c)(2)	Western	1432	4.3	92.0
17(c)(3)	Comedy	483	1.4	89.0
17(c)(4)	Adventure & historical	208	.6	81.9
17(c)(5)	Children's action	68	.2	81.9
17(c)(6)	Fairy tales	33	.1	80.5
17(c)(7)	Classics	-	-	-
17(c)(8)	Other children's drama	-	-	-
17(d)	Teen-age variety	24	.1	80.0
17(e)	Other variety	739	2.2	84.1
17(f)	Quiz, stunts & contests	240	.7	88.6
17(g)	Other children's programs	28	.1	100.0
Total		33,497	100.0	89.0

NEW YORK TELEVISION JANUARY 4 - 10, 1952 AND 1951: PROGRAMMING IN CHILDREN, ADULTS  
AND LATE NIGHT HOURS, ALL STATIONS COMBINED

Preliminary

PROGRAM CLASSES	Domestic Hours <u>a/</u>				Children Hours <u>b/</u>				Adult Hours <u>c/</u>				Late Night Hours <u>d/</u>				Total	
	1952		1951		1952		1951		1952		1951		1952		1951		1952	1951
	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent
1 News	1042	8.1	792	6.9	397	3.8	369	4.7	502	4.3	434	3.7	302	8.4	265	9.7	2203	5.9
1(a) News reports	1042	8.1	-	-	297	3.2	-	-	502	4.3	-	-	302	8.4	-	-	2143	5.7
1(b) Special events and features	-	-	-	-	60	.6	-	-	-	-	-	-	-	-	-	-	60	.2
2 Weather	6	* 1/	-	-	94	1.0	82	1.0	20	.2	36	.3	24	.7	29	1.1	144	.4
3 Public issues	29	.2	68	.6	256	2.7	180	2.3	374	3.2	221	1.9	45	1.3	-	-	704	.9
3(a) Individual views	29	.2	68	.6	76	.8	90	1.1	75	.6	59	.5	45	1.3	-	-	225	.6
3(b) Discussion and debate	-	-	-	-	180	1.9	90	1.1	299	2.6	162	1.4	-	-	-	-	479	1.3
4 Public events	358	2.8	321	2.8	157	1.7	-	-	30	.3	-	-	-	-	-	-	545	1.4
5 Public institutional programs	170	1.3	280	1.9	236	2.5	116	1.5	157	1.3	45	.4	37	1.0	5	.2	600	1.6
5(a) Expository	68	.5	75	.7	25	.3	39	.5	51	.4	45	.4	37	1.0	5	.2	181	.5
5(b) Dramatization	102	.8	145	1.3	211	2.2	77	1.0	106	.9	-	-	-	-	-	-	419	1.1
6 Information (General)	391	3.0	332	2.9	275	2.9	229	2.9	437	3.7	359	3.1	-	-	184	6.7	1103	2.9
6(a) Science	30	.2	20	.2	45	.5	-	-	31	.3	30	.3	-	-	35	1.3	106	.3
6(b) Travelogue	113	.9	172	1.5	51	.5	46	.6	179	1.5	130	1.1	-	-	35	1.3	343	.9
6(c) Other	248	1.9	140	1.2	179	1.9	183	2.3	227	1.9	199	1.7	-	-	114	4.2	654	1.7
7 Religion	75	.6	75	.7	176	1.9	105	1.3	90	.8	60	.5	30	.8	-	-	371	1.0
8 Drama	2947	22.8	1199	10.4	3291	34.9	2007	25.3	4548	38.8	4064	34.8	2646	74.0	1319	48.1	13432	35.7
8(a) Domestic	388	3.0	75	.7	374	4.0	15	.2	508	4.3	293	2.5	237	6.6	637	23.2	1507	4.0
8(b) Crime	1224	9.5	325	2.8	1094	11.6	584	7.4	2180	18.6	1833	15.7	1016	28.4	77	2.8	5914	14.6
8(c) Western	271	2.1	296	2.6	557	5.9	691	8.7	788	6.7	739	6.3	293	8.2	95	3.5	871	2.3
8(d) Action	165	1.3	58	.5	367	3.9	147	1.9	47	.4	395	3.4	308	8.6	85	3.1	1160	3.1
8(e) Comedy	329	2.5	292	2.5	240	2.5	282	3.6	283	2.4	444	3.8	388	10.8	317	11.6	1722	4.6
8(f) Romance	420	3.2	153	1.3	449	4.8	288	3.6	405	3.5	180	1.5	99	2.6	-	-	286	.8
8(g) Musical	60	.5	-	-	60	.6	-	-	67	.6	90	.8	-	-	108	3.9	300	.8
8(h) Classics	90	.7	-	-	60	.6	-	-	150	1.3	90	.8	-	-	-	-	509	1.4
8(i) Other	-	-	-	-	90	1.0	-	-	120	1.0	-	-	299	2.8	-	-	-	-
9 Dance	-	-	-	-	-	-	12	.2	-	-	12	.1	-	-	12	.4	-	.36
10 Music	743	5.7	222	1.9	137	1.5	334	4.2	667	5.7	615	5.3	30	.8	50	1.8	1577	4.2
10(a) Serious	14	.1	10	.1	52	.6	10	.1	136	1.2	37	.3	-	-	20	.7	202	.5
10(b) Light	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10(c) Popular	729	5.6	212	1.8	85	.9	324	4.1	531	4.5	579	5.0	30	.8	30	1.1	1375	3.7
11 Fine Arts	29	.2	-	-	-	-	-	-	-	-	30	.3	-	-	-	-	29	.1
12 Variety	1169	9.0	2626	22.8	45	.5	-	-	1108	9.5	1440	12.3	20	.6	532	19.4	2342	6.2
13 Personalities	443	3.4	1037	9.0	191	2.0	140	1.8	210	1.8	210	1.8	45	1.3	45	1.6	889	2.4
14 Quiz, stunts, contests	1529	11.8	1164	10.1	-	-	115	1.5	824	7.0	995	8.5	-	-	61	2.2	2353	6.3
14(a) Experts, guests	370	2.9	32	.3	-	-	30	.4	359	3.1	300	2.6	-	-	-	-	729	1.9
14(b) Studio audience	795	6.2	418	3.6	-	-	-	-	150	1.3	180	1.5	-	-	61	2.2	945	2.5
14(c) Telephone	364	2.8	714	6.2	-	-	25	.3	60	.5	150	1.3	-	-	-	-	424	1.1
14(d) Amateur	-	-	-	-	-	-	60	.8	255	2.2	365	3.2	-	-	-	-	255	.7
15 Sports	48	.4	-	-	562	6.0	378	4.8	2251	19.2	2795	24.0	301	8.4	233	8.5	3162	8.4
15(a) News, interviews	9	.7	-	-	167	1.8	130	1.6	200	1.7	98	.8	81	2.3	-	-	457	1.2
15(b) Spectator sports	30	.2	-	-	365	3.9	248	3.1	2011	17.2	2629	22.5	160	4.5	233	8.5	2551	6.8
15(c) Participant sports and recreation	9	.1	-	-	30	.3	-	-	40	.3	68	.6	60	1.7	-	-	154	.4
16 Domestic	3581	27.7	3307	28.7	242	2.6	88	1.1	143	1.2	45	.4	98	2.7	7	.3	4064	10.8
16(a) Cooking	754	5.8	955	8.3	-	-	26	.3	-	-	-	-	-	-	-	-	754	2.0
16(b) Arts & crafts, & hobbies	318	2.5	-	-	62	.7	15	.2	61	.5	45	.4	-	-	-	-	441	1.2
16(c) Shopping & merchandise	1124	8.7	1089	9.5	90	1.0	12	.2	23	.2	-	-	98	2.7	-	-	1335	3.5
16(d) Personal care	180	1.4	120	1.0	-	-	-	-	-	-	-	-	-	-	7	.3	382	1.0
16(e) Personal relations	263	2.0	30	.3	60	.6	20	.3	59	.5	-	-	-	-	-	-	852	2.3
16(f) Domestic variety	852	6.6	898	7.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16(g) Housewives' music	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16(h) Other	90	.7	215	1.9	30	.3	15	.2	-	-	-	-	-	-	-	-	120	.3
17 Children's programs	366	2.8	150	1.3	3402	36.1	3765	47.5	359	3.1	300	2.6	-	-	-	-	4127	11.0
17(a) Information & instruction	79	.6	32	.3	273	2.9	342	4.3	-	-	-	-	-	-	-	-	352	.9
17(b) Pre-school entertainment	-	-	150	1.3	29	.3	239	3.0	-	-	-	-	-	-	-	-	29	.1
17(c) Drama	287	2.2	-	-	1982	21.0	2405	30.4	269	2.3	240	2.1	-	-	-	-	2538	6.7
17(c)(1) Crime	-	-	-	-	31	.3	-	-	30	.3	-	-	-	-	-	-	61	.2
17(c)(2) Western	287	2.2	-	-	1180	12.5	817	10.3	89	.8	30	.3	-	-	-	-	1556	4.1
17(c)(3) Comedy	-	-	-	-	543	5.8	691	8.7	-	-	-	-	-	-	-	-	543	.7
17(c)(4) Adventure & historical	-	-	-	-	104	1.1	75	.9	150	1.3	150	1.3	-	-	-	-	234	.7
17(c)(5) Children's action	-	-	-	-	83	.9	379	4.8	-	-	60	.5	-	-	-	-	83	.2
17(c)(6) Fairy tales	-	-	-	-	41	.4	255	3.2	-	-	-	-	-	-	-	-	41	.1
17(c)(7) Classics	-	-	-	-	-	-	38	.5	-	-	-	-	-	-	-	-	-	-
17(c)(8) Other children's drama	-	-	-	-	-	-	150	1.9	-	-	-	-	-	-	-	-	-	-
17(d) Teen-age variety	-	-	-	-	-	-	105	1.3	30	.3	60	.5	-	-	-	-	30	.1
17(e) Other variety	-	-	-	-	879	9.3	544	6.9	-	-	-	-	-	-	-	-	879	2.3
17(f) Quiz, stunts & contests	-	-	-	-	211	2.2	90	1.1	60	.5	-	-	-	-	-	-	271	.7
17(g) Other children's programs	-	-	-	-	28	.3	40	.5	-	-	-	-	-	-	-	-	28	.1
Total	12,926	100.0	11,513	100.0	9421	100.0	7920	100.0	11,720	100.0	11,668	100.0	3578	100.0	2742	100.0	37,645	100.0

a/ Sign on to 5 PM, Monday - Friday.

b/ 5-7, Monday - Friday; Sign on to 7, Saturday and Sunday.

c/ 7-11 all days.

d/ After 11 PM, all days.

\* 1/ Less than 0.05 percent

NEW YORK TELEVISION JANUARY 4 - 10, 1952 AND 1951: TOTAL PROGRAM TIME FOR THE WEEK  
BY STATIONS, BY CLASS OF PROGRAM  
(continued from preceding page)

Preliminary

PROGRAM CLASSES		WJZ-TV				WOR-TV				WPIX				WATV			
		1952		1951		1952		1951		1952		1951		1952		1951	
		Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent	Min.	Per- cent
1	News	211	3.7	35	.8	717	14.1	825	15.0	480	9.3	427	8.1	73	1.4	111	2.1
1(a)	News reports	196	3.4	35	.8	717	14.1	825	15.0	480	9.3	427	8.1	73	1.4	111	2.1
1(b)	Special events and features	15	.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	Weather	1	* 1/	-	-	25	.5	25	.5	86	1.7	95	1.8	-	-	1	* 1/
3	Public issues	90	1.6	30	.7	73	1.4	38	.7	60	1.2	45	.9	75	1.5	86	1.6
3(a)	Individual views	30	.5	-	-	14	.3	38	.7	30	.6	-	-	15	.3	59	1.1
3(b)	Discussion and debate	60	1.0	30	.7	59	1.2	-	-	30	.6	45	.9	60	1.2	27	.5
4	Public events	98	1.7	50	1.2	60	1.2	50	.9	58	1.1	51	1.0	-	-	35	.7
5	Public institutional programs	95	1.7	-	-	18	.4	161	2.9	121	2.3	45	.9	148	2.9	90	1.7
5(a)	Expository	-	-	-	-	7	.1	30	.5	40	.8	15	.3	72	1.4	75	1.4
5(b)	Dramatization	95	1.7	-	-	11	.2	131	2.4	81	1.6	30	.6	76	1.5	15	.3
6	Information (general)	97	1.7	165	3.9	134	2.6	414	7.5	202	3.9	33	.6	269	5.2	297	5.6
6(a)	Science	-	-	15	.4	-	-	40	.7	-	-	-	-	31	.6	-	-
6(b)	Travelogue	90	1.6	10	.2	45	.9	116	2.1	87	1.7	20	.4	32	.6	237	4.5
6(c)	Other	7	.1	140	3.3	89	1.7	258	4.7	115	2.2	13	.2	206	4.0	60	1.1
7	Religion	120	2.1	120	2.8	-	-	-	-	75	1.5	15	.3	61	1.2	-	-
8	Drama	1582	29.4	452	10.6	2003	39.3	1506	27.3	1512	29.3	1509	28.5	2616	50.8	3004	56.9
8(a)	Domestic	268	4.7	113	2.6	91	1.8	15	.3	30	.6	30	.6	216	4.2	-	-
8(b)	Crime	1009	17.6	154	3.6	704	13.8	631	11.4	859	16.8	714	13.5	733	14.2	973	18.4
8(c)	Western	60	1.0	-	-	369	7.2	195	3.5	210	4.1	367	6.9	685	13.3	982	18.6
8(d)	Action	75	1.3	-	-	60	1.2	25	.5	72	1.4	213	4.0	290	5.6	275	5.2
8(e)	Comedy	30	.5	125	2.9	270	5.3	150	2.7	79	1.5	90	1.7	225	4.4	523	9.9
8(f)	Romance	180	3.1	60	1.4	359	7.0	382	6.9	187	3.6	95	1.8	225	4.4	251	4.8
8(g)	Musical	-	-	-	-	60	1.2	-	-	65	1.3	-	-	62	1.2	-	-
8(h)	Classics	-	-	-	-	90	1.8	108	2.0	-	-	-	-	180	3.5	-	-
8(i)	Other	60	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	Dance	-	-	-	-	-	-	24	.4	-	-	-	-	-	-	12	.2
10	Music	238	4.2	292	6.8	60	1.2	55	1.0	496	9.6	-	-	105	2.0	134	2.5
10(a)	Serious	65	1.1	7	.2	-	-	40	.7	37	2.7	-	-	-	-	-	-
10(b)	Light	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10(c)	Popular	173	3.0	285	6.7	60	1.2	15	.3	359	7.0	-	-	105	2.0	134	2.5
11	Fine Arts	29	.5	-	-	-	-	30	.5	-	-	-	-	-	-	-	-
12	Variety	195	3.4	930	21.8	-	-	150	2.7	-	-	53	1.0	-	-	-	-
13	Personalities	269	4.7	558	13.1	60	1.2	285	5.2	15	.3	-	-	38	.7	-	-
14	Quiz, stunts, contests	685	12.0	449	10.5	150	2.9	335	6.1	64	1.2	148	2.8	150	2.9	265	5.0
14(a)	Experts, guests	85	1.5	60	1.4	-	-	30	.5	-	-	32	.6	-	-	-	-
14(b)	Studio audience	510	8.9	60	1.4	-	-	-	-	-	-	30	.6	-	-	-	-
14(c)	Telephone	60	1.0	209	4.9	150	2.9	150	2.7	64	1.2	86	1.6	150	2.9	265	5.0
14(d)	Amateur	30	.5	120	2.8	-	-	155	2.8	-	-	-	-	-	-	-	-
15	Sports	255	4.5	364	8.5	811	15.9	720	13.1	890	17.2	1241	23.5	520	10.1	403	7.6
15(a)	News, interviews	66	1.2	-	-	50	1.0	40	.7	257	5.0	128	2.4	36	.7	-	-
15(b)	Spectator sports	159	2.8	364	8.5	701	13.8	670	12.1	633	12.3	1113	21.0	450	8.7	360	6.8
15(c)	Participant sports & recreations	30	.5	-	-	60	1.2	10	.2	-	-	-	-	34	.7	43	.8
16	Domestic	994	17.4	127	3.0	536	10.5	597	10.8	420	8.1	910	17.2	353	6.9	338	6.4
16(a)	Cooking	239	4.2	82	1.9	150	2.9	240	4.4	-	-	-	-	60	1.2	169	3.2
16(b)	Arts & crafts, & hobbies	122	2.1	30	.7	-	-	-	-	48	.9	-	-	60	1.2	-	-
16(c)	Shopping & merchandise	272	4.8	-	-	294	5.8	210	3.8	18	.3	12	.2	151	2.9	139	2.6
16(d)	Personal care	30	.5	-	-	-	-	120	2.2	-	-	-	-	-	-	-	-
16(e)	Personal relations	28	.5	-	-	92	1.8	27	.5	-	-	-	-	82	1.6	30	.6
16(f)	Domestic variety	213	3.7	-	-	-	-	-	-	354	6.9	898	17.0	-	-	-	-
16(g)	Housewives' music	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16(h)	Other	90	1.6	15	.4	-	-	-	-	-	-	-	-	-	-	-	-
17	Children's programs	699	11.5	702	16.4	449	8.8	300	5.4	684	13.2	720	13.6	740	14.4	503	9.5
17(a)	Information & instruction	21	.4	29	.7	-	-	45	.8	49	.9	-	-	30	.6	-	-
17(b)	Pre-school entertainment	29	.5	105	2.5	-	-	-	-	-	-	-	-	-	-	-	-
17(c)	Drama	427	7.5	283	6.6	229	5.9	255	4.6	589	11.4	460	8.7	591	11.5	474	9.0
17(c)(1)	Crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
17(c)(2)	Western	314	5.5	120	2.8	284	5.6	-	-	388	7.5	292	5.5	287	5.6	287	5.4
17(c)(3)	Comedy	7	.1	29	.7	15	.3	-	-	201	3.9	78	1.5	281	5.5	-	-
17(c)(4)	Adventure & historical	75	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
17(c)(5)	Children's action	-	-	120	2.8	-	-	75	1.4	-	-	30	.6	23	.4	149	2.8
17(c)(6)	Fairy tales	31	.5	14	.3	-	-	30	.5	-	-	60	1.1	-	-	-	-
17(c)(7)	Classics	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	.7
17(c)(8)	Other children's drama	-	-	-	-	-	-	150	2.7	-	-	-	-	-	-	-	-
17(d)	Teen-age variety	30	.5	165	3.9	-	-	-	-	-	-	-	-	-	-	-	-
17(e)	Other variety	122	2.1	30	.7	150	2.9	-	-	15	.3	200	3.8	29	.6	29	.5
17(f)	Quiz, stunts & contests	30	.5	30	.7	-	-	-	-	31	.6	60	1.1	90	1.7	-	-
17(g)	Other children's programs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total		5718	100.0	4274	100.0	5096	100.0	5515	100.0	5163	100.0	5892	100.0	5148	100.0	5279	100.0

1/ Less than .1 percent.



NEW YORK TELEVISION, JANUARY 4 - 10 1952 AND 1951: TOTAL PROGRAM TIME FOR THE WEEK,  
BY STATIONS, BY CLASS OF PROGRAM

PROGRAM CLASSES		WGBS-TV				WNET				WARD			
		1952		1951		1952		1951		1952		1951	
		Minutes	Percent	Minutes	Percent	Minutes	Percent	Minutes	Percent	Minutes	Percent	Minutes	Percent
1	News	317	4.8	223	4.7	196	3.2	179	3.7	209	5.5	60	1.6
1(a)	News reports	287	4.3	223	4.7	181	2.9	-	-	209	5.5	60	1.6
1(b)	Special events and features	30	.5	-	-	15	.2	-	-	-	-	-	-
2	Weather	8	.1	-	-	24	.4	25	.5	-	-	1	* 1/
3	Public issues	135	2.0	60	1.3	151	2.5	150	3.1	120	3.2	60	1.6
3(a)	Individual views	75	1.1	30	.6	61	1.0	90	1.9	-	-	-	-
3(b)	Discussion and debate	60	.9	30	.6	90	1.5	60	1.3	120	3.2	60	1.6
4	Public events	190	2.9	50	1.0	70	1.1	50	1.0	69	1.8	35	.9
5	Public institutional programs	59	.9	-	-	108	1.8	60	1.3	51	1.4	30	.8
5(a)	Expository	-	-	-	-	62	1.0	9	.2	-	-	30	.8
5(b)	Dramatization	59	.9	-	-	46	.7	51	1.1	51	1.4	-	-
6	Information (General)	150	2.3	-	-	120	2.0	120	2.5	131	3.5	75	1.9
6(a)	Science	30	.5	-	-	45	.7	-	-	-	-	30	.8
6(b)	Travelogue	30	.5	-	-	-	-	-	-	59	1.6	-	-
6(c)	Other	90	1.4	-	-	75	1.2	120	2.5	72	1.9	45	1.2
7	Religion	-	-	30	.6	30	.5	-	-	85	2.3	75	1.9
8	Drama	3021	45.8	715	15.0	1707	27.7	600	12.6	891	23.6	803	20.8
8(a)	Domestic	432	6.5	135	2.8	394	6.4	90	1.9	76	2.0	-	-
8(b)	Crime	1162	17.6	305	6.4	461	7.5	240	5.0	576	15.3	362	9.4
8(c)	Western	30	.5	90	1.9	90	1.5	30	.6	119	3.2	139	3.6
8(d)	Action	260	3.9	-	-	114	1.9	-	-	-	-	182	4.7
8(e)	Comedy	345	5.2	65	1.4	211	3.4	150	3.1	-	-	-	-
8(f)	Romance	387	5.9	30	.6	294	4.8	30	.6	90	2.4	90	2.3
8(g)	Musical	99	1.5	30	.6	-	-	60	1.3	-	-	-	-
8(h)	Classics	-	-	60	1.3	30	.5	-	-	-	-	30	.8
8(i)	Other	306	4.6	-	-	113	1.8	-	-	30	.8	-	-
9	Dance	-	-	-	-	-	-	-	-	-	-	-	-
10	Music	316	4.8	285	6.0	332	5.4	291	6.1	30	.8	165	4.3
10(a)	Serious	-	-	-	-	-	-	30	.6	-	-	-	-
10(b)	Light	-	-	-	-	-	-	-	-	-	-	-	-
10(c)	Popular	316	4.8	-	-	332	5.4	261	5.5	30	.8	165	4.3
11	Fine Arts	-	-	-	-	-	-	-	-	-	-	-	-
12	Variety	914	13.8	1552	32.5	1023	16.6	1613	33.8	210	5.6	300	7.8
13	Personalities	119	1.8	301	6.3	342	5.6	155	3.2	46	.1	133	3.4
14	Quiz, stunts, contests	524	7.9	270	5.6	375	6.1	390	8.2	405	1.2	478	12.4
14(a)	Experts, guests	314	4.8	90	1.9	210	3.4	150	3.1	120	3.2	-	-
14(b)	Studio audience	60	.9	60	1.3	120	2.0	120	2.5	255	6.8	328	8.5
14(c)	Telephone	-	-	60	1.3	-	-	30	.6	-	-	150	3.9
14(d)	Amateur	150	2.3	60	1.3	45	.7	90	1.9	30	.8	-	-
15	Sports	345	5.2	168	3.5	51	.8	90	1.9	290	7.7	420	10.9
15(a)	News, interviews	36	.5	-	-	-	-	60	1.3	12	.3	-	-
15(b)	Spectator sports	309	4.7	168	3.5	51	.8	30	.6	248	6.6	405	10.5
15(c)	Participant sports & recreations	-	-	-	-	-	-	-	-	30	.8	15	.4
16	Domestic	331	5.0	439	9.2	772	12.5	411	8.6	658	17.5	625	16.2
16(a)	Cooking	90	1.4	209	4.4	30	.5	122	2.6	185	4.9	159	4.1
16(b)	Arts & crafts, & hobbies	90	1.4	15	.3	15	.2	-	-	106	2.8	15	.4
16(c)	Shopping & merchandise	91	1.4	-	-	142	2.3	289	6.0	367	9.7	451	11.7
16(d)	Personal care	-	-	-	-	150	2.4	-	-	-	-	-	-
16(e)	Personal relations	30	.5	-	-	150	2.4	-	-	-	-	-	-
16(f)	Domestic variety	-	-	-	-	285	4.6	-	-	-	-	-	-
16(g)	Housewives' music	-	-	-	-	-	-	-	-	-	-	-	-
16(h)	Other	30	.5	215	4.5	-	-	-	-	-	-	-	-
17	Children's programs	171	2.6	686	14.4	851	13.8	704	14.7	573	15.2	600	15.5
17(a)	Information & instruction	-	-	178	3.7	102	1.7	90	1.9	150	4.0	-	-
17(b)	Pre-school entertainment	-	-	-	-	-	-	15	.3	-	-	269	7.0
17(c)	Drama	90	1.4	388	8.1	331	5.4	484	10.1	211	5.6	301	7.8
17(c)(1)	Crime	-	-	-	-	-	-	-	-	61	1.6	-	-
17(c)(2)	Western	-	-	255	5.3	283	4.6	180	3.8	-	-	-	-
17(c)(3)	Comedy	31	.5	103	2.2	8	.1	194	4.1	-	-	-	-
17(c)(4)	Adventure & historical	29	.4	30	.6	-	-	45	.9	150	4.0	150	3.9
17(c)(5)	Children's action	30	.5	-	-	30	.5	65	1.4	-	-	-	-
17(c)(6)	Fairy tales	-	-	-	-	10	.2	-	-	-	-	151	3.9
17(c)(7)	Classics	-	-	-	-	-	-	-	-	-	-	-	-
17(c)(8)	Other children's drama	-	-	-	-	-	-	-	-	-	-	-	-
17(d)	Teen-age variety	-	-	-	-	-	-	-	-	-	-	-	-
17(e)	Other variety	51	.8	120	2.5	330	5.4	75	1.6	182	4.8	30	.8
17(f)	Quiz, stunts & contests	30	.5	-	-	60	1.0	-	-	30	.8	-	-
17(g)	Other children's programs	-	-	-	-	28	.5	40	.8	-	-	-	-
Total		6600	100.0	4779	100.0	6152	100.0	4838	100.0	3768	100.0	3860	100.0

1/ Less than 0.1 percent.

NEW YORK TELEVISION, JANUARY 4 - 10, 1951 AND 1952:  
TOTAL PROGRAM TIME FOR THE WEEK, BY CLASS OF PROGRAMS

Preliminary

		1952		1951	
PROGRAM CLASSES		Minutes	Percent	Minutes	Percent
1	News	2203	5.9	1860	5.5
1(a)	News reports	2143	5.7	1860	5.5
1(b)	Special events and features	60	.2	-	-
2	Weather	144	.4	147	.4
3	Public issues	704	1.9	469	1.4
3(a)	Individual views	225	.6	217	.6
3(b)	Discussion and debate	479	1.3	252	.7
4	Public events	545	1.4	321	.9
5	Public institutional programs	600	1.6	386	1.1
5(a)	Expository	181	.5	159	.5
5(b)	Dramatization	419	1.1	227	.7
6	Information (General)	1103	2.9	1104	3.3
6(a)	Science	106	.3	85	.3
6(b)	Travelogue	343	.9	383	1.1
6(c)	Other	654	1.7	636	1.9
7	Religion	371	1.0	240	.7
8	Drama	13,432	35.7	8589	25.4
8(a)	Domestic	1507	4.0	383	1.1
8(b)	Crime	5514	14.6	3379	10.0
8(c)	Western	1563	4.2	1803	5.3
8(d)	Action	871	2.3	695	2.1
8(e)	Comedy	1160	3.1	1103	3.3
8(f)	Romance	1722	4.6	1938	5.7
8(g)	Musical	286	.8	90	.3
8(h)	Classics	300	.8	198	.6
8(i)	Other	509	1.4	-	-
9	Dance	-	-	36	.1
10	Music	1577	4.2	1222	3.6
10(a)	Serious	202	.5	77	.2
10(b)	Light	-	-	-	-
10(c)	Popular	1375	3.7	1145	3.4
11	Fine Arts	29	.1	30	.1
12	Variety	2342	6.2	4598	13.6
13	Personalities	889	2.4	1432	4.2
14	Quiz, stunts, contests	2353	6.3	2335	6.9
14(a)	Experts, guests	729	1.9	362	1.1
14(b)	Studio audience	945	2.5	598	1.8
14(c)	Telephone	424	1.1	950	2.8
14(d)	Amateur	255	.7	425	1.3
15	Sports	3162	8.4	3406	10.1
15(a)	News, interviews	457	1.2	228	.7
15(b)	Spectator sports	2551	6.8	3110	9.2
15(c)	Participant sports & recreations	154	.4	68	.2
16	Domestic	4064	10.8	3447	10.2
16(a)	Cooking	754	2.0	981	2.9
16(b)	Arts & crafts, & hobbies	441	1.2	60	.2
16(c)	Shopping & merchandise	1335	3.5	1101	3.3
16(d)	Personal care	180	.5	120	.4
16(e)	Personal relations	382	1.0	57	.2
16(f)	Domestic variety	852	2.3	898	2.7
16(g)	Housewives' music	-	-	-	-
16(h)	Other	120	.3	230	.7
17	Children's programs	4127	11.0	4215	12.5
17(a)	Information & instruction	352	.9	342	1.0
17(b)	Pre-school entertainment	29	.1	389	1.1
17(c)	Drama	2538	6.7	2645	7.8
17(c)(1)	Crime	61	.2	-	-
17(c)(2)	Western	1556	4.1	847	2.5
17(c)(3)	Comedy	693 543	1.8 1.2	691	2.0
17(c)(4)	Adventure & historical	404 254	.3 .7	225	.7
17(c)(5)	Children's action	83	.2	439	1.3
17(c)(6)	Fairy tales	41	.1	255	.8
17(c)(7)	Classics	-	-	38	.1
17(c)(8)	Other children's drama	-	-	150	.4
17(d)	Teen-age variety	30	.1	165	.5
17(e)	Other variety	879	2.3	544	1.6
17(f)	Quiz, stunts & contests	271	.7	90	.3
17(g)	Other children's programs	28	.1	40	.1
Total		37,645	100.0	33,837	100.0

NEW YORK TELEVISION JANUARY 4 - 10, 1952 AND 1951:  
PROPORTION OF TOTAL PROGRAM TIME  
DEVOTED TO PRIMARY ADVERTISING, BY STATIONS

	1952 Percent	1951 Percent
WCBS-TV	8.0	8
WNET	9.8	18
WABD	11.3	11
WJZ-TV	8.7	11
WOR-TV	6.0	7
WPIX	7.6	9
WATV	6.6	6
Total	8.2	10



NEW YORK TV: DIVERSITY OF PROGRAMS  
AVAILABLE IN THE ADULT HOURS, 1951-1952 1/

	1952			1951		
	MON. 8:30	WED. 9:00	FRI. 9:30	MON. 8:30	WED. 9:00	FRI. 9:30
WCBS-TV	14D	14A	14D	14D	8B	14D
WNET	10C	8A	8E	10A	14B	8B
WABD	6C	8B	8B	12	8B	8B
WJZ-TV	14A	8A	8I	8A	12	16B
WOR-TV	15B	15B	15B	8B	15B	15B
WPXI	8B	15B	10A	15B	1A	1A
WATV	8H	8B	8E	8C	8C	15B

1/ The first complete program (other than Weather or very short News programs) available on or after the stated hour. Numbers refer to program classes for which see definitions of program classes used in second New York TV study.

NEW YORK TV: DIVERSITY OF PROGRAMS  
AVAILABLE IN THE CHILDREN HOURS, 1951-1952 1/

	1 9 5 2			1 9 5 1		
	MON. 5:30	WED. 6:00	FRI. 6:30	MON. 5:30	WED. 6:00	FRI. 6:30
WCBS-TV						
WNET	4	4	8B	17A	17A	10C
WABD	17E	17E	13	17C3	10C	13
WJZ-TV	1A	17E	17A	1A	17B	17C6
WOB-TV	17C2	17C2	17C4	-	17D	17C4
WPIX	17E	17E	15A	17A	17C8	8A
WATV	17C2	1A	1A	17C2	1A	1A
	8D	8D	8B	17C5	8B	8C

1/ The first complete program (other than Weather or very short News programs) available on or after the stated hour. Numbers refer to program classes for which see definitions of program classes used in second New York TV study.

NEW YORK TV: DIVERSITY OF PROGRAMS  
AVAILABLE IN THE DOMESTIC HOURS, 1951-1952 1/

	1952		1951	
	MON. 2:30	WED. 3:00	MON. 2:30	WED. 3:00
WCBS-TV	8A	13	8A	13
WNET	16D	14A	12	12
WABD	-	-	-	-
WJZ-TV	14B	13	12	12
WOR-TV	16E	16A	1A	1A
WPIX	10C	10C	16F	16F
WATV	6B	16E	16C	8E
				FRI. 3:30

1/ The first complete program (other than Weather or very short News programs) available on or after the stated hour. Numbers refer to program classes for which see definitions of program classes used in second New York TV study.



NEW YORK TV: DIVERSITY OF PROGRAMS  
AVAILABLE IN THE LATE HOURS, 1951-1952 1/

	1952		1951	
	MON. 11:00	WED 11:00	FRI. 11:00	MON. 11:00
WCBS-TV	3A	3A	1A	1A
WNET	8A	8D	-	12
WABD	-	1A	13	1A
WJZ-TV	1A	1A	1A	15B
WGE-TV	16C	-	15B	6C
WPIX	8P	8E	8B	1A
WATY	8E	8B	8E	8B
				8F
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1/ The first complete program (other than Weather or very short News programs) available on or after the stated hour. Numbers refer to program classes for which see definitions of program classes used in second New York TV study.

NEW YORK TV: DIVERSITY OF PROGRAMS  
AVAILABLE AT TWO WEEKEND PERIODS, 1951-1952 1/

1952

SATURDAY 9:00 PM SUNDAY 11:00 AM

WCBS-TV  
WNET  
WABD  
WJZ-TV  
WOR-TV  
WPIX  
WATV

100  
12  
15B  
15B  
15B  
15B  
15B  
15B

-  
17E  
8B  
-  
-  
7  
5B

1951

SATURDAY 9:00 PM SUNDAY 11:00 AM

12  
12  
15B  
15B  
15B  
15B  
15B  
6B

17A  
17E  
-  
-  
-  
80  
-

1/ The first complete program (other than Weather or very short News Programs) available on or after the stated hour. Numbers refer to program classes for which see definitions of program classes used in second New York TV study.

**INSTITUTE OF COMMUNICATIONS RESEARCH**  
**THE UNIVERSITY OF ILLINOIS + URBANA**

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October 16, 1953

Mr. Craydon Annis  
President  
NAEB  
Box 2002  
University, Alabama

Dear Craydon:

I have prepared a draft press release to be issued when the third New York TV report is released, which I am informed by Dr. SKORSA is likely to be almost any time now. Your criticism on it is invited.

I venture to propose this release because the FAE has always seemed to feel that adequate publicity is one of the weak features of NAEB use of the monitoring studies, and because when the New Haven TV report was issued some press release by the Executive Director to my knowledge not much if any press attention was paid to it.

I am sending copies of this draft to all Board members with the suggestion that criticisms which they desire to have effected in the draft should be sent into this office not later than October 23 since something in the way of a press release should be ready by about that time --- that is if one is to be used at all.

Sincerely,

*Dallas W. Saythe*

Dallas W. Saythe  
Research Professor

DWS:bdg  
D.D.L.



National Association of Educational Broadcasters  
Urbana, Illinois  
October 1953

For immediate  
release

Among the professional groups shown on drama produced for TV, the journalists were generally closer to community ideals and scientists generally most distant from them in character attributes, according to the report on the third NAEB monitoring study released today.

Teachers were typically shown as the cleanest, kindest, and fairest of the professional groups, while journalists were the most honest. Scientists were portrayed as the least honest, least kind and most unfair, while lawyers were shown as the dirtiest of the character types. On the potency scales journalists were the sharpest, strongest and quickest, while lawyers were the hardest. Teachers were pictured as the weakest, softest and slowest, while lawyers were the duller of the professional character types.

Public Officers were pictured as approximating socially desired value standards more closely than executives of legitimate businesses, who in turn were closer to them than executives of illegal businesses.

Housewives were shown as having personality patterns basically like those of female American heroes, although the former were slightly less honest, clean, and fair, and more kind, strong, sharp, hard and quick than were those heroes. On all valutive scales, private household workers were more distant from community ideals than were the housewives, and they were distinguished for the degree of dullness and softness of their characters. The unemployed (but employable) were endowed with less honesty and cleanness than any other non-criminal group and were the weakest of all groups.

The average pattern of character—or personality stereotype—of all heroes was found to correspond closely with the values held by our culture, while that for villains was generally antithetical to these values. The potency and activity attributes of the characters of villains were, however, not too different from those of heroes. Male heroes were closer to community ideals than were female heroes, but further from these ideals when they were villains. As between American-white and other nationality and race groups, American-white males, when they were heroes were pictured as closer to the community ideals than were the others. This was especially true of the potency and activity scales. Conversely, as villains, foreign and minority race males were shown as more potent and active than were American-whites.

These conclusions illustrate the patterns of stereotypes found in one week's New York TV drama. Concerning the degree to which the characters conformed to these patterns the report states that male American-white heroes were more stereotyped than were either male American-white villains or heroes of both sexes from other nationality and racial groups. Of the occupational groups, journalists (followed by lawyers, teachers and law enforcement officers) were the most stereotyped while the unemployed (but employable) and doctors were the least stereotyped.

These and other results of the 1953 study were announced by its director, Dr. Dallas W. Smythe, Research Professor, University of Illinois. The 1953 study, like its predecessor in 1952, was supported financially by the Fund for Adult Education of the Ford Foundation. The 1953 study was the third such study in successive

years. Each was a complete inventory of all television programs broadcast in the week of January 4 - 10, by all seven stations serving the New York metropolitan area. The 1953 study was conducted in the New Yorker hotel with 13 TV sets courteously supplied for the purpose by the Zenith Radio Corporation. A total staff of 59 graduate students in communications, psychology, sociology, and dramatic arts from Columbia University, Queens College and New York University were employed under four supervisors to observe and record the desired information.

In addition to the analysis of stereotyping of TV drama programs, the report contains comparable information to that published in 1953 on the 1952 and 1951 NAEB studies of New York TV programs. The most significant trends over the three year period appear to have been the following.

There were 651 hours, 44 minutes of TV programming observed on the seven New York TV stations between January 4 and 10, 1953. This was an increase of 16 percent above the 1951, and of 4 percent above the 1952 total of TV programming. Since 1951 all of the increase in TV program time in New York has come from network-owned stations; the three other stations all decreased their total program times between 1951 and 1953.

The most striking feature of the changes between 1953 and earlier years was the sharp increase in the quantity of Drama programs of all kinds. By 1953 this class of program had increased to 47 percent of all TV time, as compared with 33 percent in 1951 and 42 percent in 1952. In actual time, Drama amounted to 306 hours in 1953, which was about two-thirds more than in 1951 and 15 percent



more than 1952. The sub-class of Drama which stood first in 1953, both in terms of actual hours and hours of increased time, was Crime Drama. It occupied 99 hours or 15.3 percent of total time. The sub-class with the fastest rate of increase was Domestic Drama. While still only in fourth place in percentage of total time, Domestic Drama rose in 1953 to 6 percent as compared with 1 percent in 1951. Western Drama still stood in second place, with 7 percent of total program time in 1953--a slight decline from its level in the two preceding years. Comedy, Romance, Action, Musical and Classics Drama also showed increases in 1953 while Children's Adventure and Historical Drama, and Fairy Tales declined in relative importance.

Variety programs, the second largest class of entertainment-type programs, were 12 percent of total time in 1953--about the same level as in 1952 and about one-third less than in 1951. The third and fourth largest classes of entertainment-type programs in 1953 were Quiz, Stunts and Contests and Sports Events--both of which were 5 percent and both of which declined proportionately in the three year period. Music amounted to 4 percent and showed an increase, thanks to the increase in Popular Music for both the General and the Housewives' audiences.

News programs of all kinds stood in first place in 1953 among the information-type programs for the first time, with 8 percent of total program time. This growth in News was due to an increase in Special Events and Features; News Reports themselves declined in 1953 as compared with 1951. Sports News in 1953 was 1.3 percent of total time--about twice its proportion in 1951. Domestic Information was the second largest class of programs in 1953 with 5 percent; in

earlier years it had stood first. The overall decline of this class concealed the fact that Cooking programs stayed constant at slightly less than 3 percent, while Arts, Crafts and Hobbies programs and Personal Care programs increased. The decrease noted in Domestic Information was entirely in Shopping and Merchandise programs which in 1953 were 1 percent as against 3 percent in 1951.

For the first time in 1953, Religion was the largest class of orientation-type programming with 1.7 percent. Public Issues programs received smaller amounts and proportions (1.3 percent) of total time in 1953 than in 1951. Within this class, 1953 was the first year when programs presenting "individual views" took more time than those presenting "discussion and debate."

In 1953 there were 12 programs identified with recognized educational institutions, as contrasted with 13 in 1952 and 1 in 1951. Overall the total program time for these programs in 1953 amounted to 361 minutes or less than 1 percent of total program time.

Drama, Sports, Variety, Quiz, and Music programs ranked in quantitative importance in that order for the adult-hours in both 1953 and 1951. However, between those years Drama rose from 37 percent to 50 percent of adult-hour time, while each of the other classes decreased. The growth in adult-hour Drama was because of increases in Comedy, Romance, Domestic and Musical Drama; Crime and Western programs stayed close to constant.

Between 1951 and 1953, Drama more than trebled its proportion of domestic-hour program time, placing it clearly in first place with 33 percent of total time. The major shift in emphasis between 1951 and 1953 lay in the rise of Domestic Drama to 6.3 percent,

especially its Serial Drama component, which alone accounted for 4 percent of total time in 1953. Crime Drama remained in first place in 1953 with 10 percent, and Western and Comedy Drama increased slightly. Although Variety, Quiz, and Personalities programs declined percentage-wise between these years, they still in 1953 ranked second, third and fifth, respectively. Music programs increased to 7.5 percent, mostly because of increases in housewives' Music.

In the Children-hours, Drama aimed at the children dropped from 30 percent in 1951 to 7 percent in 1953, and there was a rise in general audience drama from 25 percent in 1951 to 51 percent in 1953. Between the same two years Crime drama more than doubled its share of children-hour time, being 17.5 percent in 1953. Compensating for this was a decrease in Western Drama (from 19 to 13 percent), and in Comedy Drama (from 12 to 7 percent). Minor increases took place in Domestic, Romance, and Classics Drama, while Fairy Tales decreased.

Drama programs were by far the largest class in the late-hours, but with large fluctuation from the 48 percent of total time in 1951 to the 74 percent in 1952 and back again to 58 percent in 1953. Crime Drama had a dominant position in the late-hours with 25 percent of total time in 1953 and 23 percent in 1951 with Romance, Comedy, Action, Western and Classics Drama following.

Children's Programs, of which nine-tenths were found in the children-hours in 1951, have been dispersed to other segments--especially the domestic-hours--so that in 1953 only six-tenths of them were in the children-hours. This dispersal, together with the lengthening of children-hour time, has reduced the share of that time taken up with Children's Programs from almost half in 1951



to only one-fifth in 1953. Domestic Programs have continued to be concentrated in the domestic-hours, although there has been some dispersal to other time segments.

While no inferences as to their effects are warranted from the present study, the number of acts and threats of violence observed in 85 percent of the total program time increased substantially between 1952 and 1953. In the 1953 study week a total of 3,421 acts and threats were observed--an increase of 15 percent from 1952. The average saturation with such acts and threats increased from 5.8 per hour in 1952 to 6.2 in 1953.

This rise was attributable to the increase in violence in Variety programs (where the total number of acts and threats increased by 72 percent and the average per hour rose from 2.8 to 4.2). The saturation rate for all Drama actually decreased (from 9.8 to 9.7 per hour), with all of the decline falling in general-audience Drama (where the average fell from 8.4 to 6.0 per hour), and Children's Drama showing an increase (from an average of 17.5 to 22.4 per hour).

Four of the principal sub-classes of Drama (Crime, Western, Action and Comedy) provided three-fourths of all acts and threats of violence in 1953. The most massive concentration was in Crime Drama where 28 percent were located. The highest frequency for violent acts was in comedy Drama (Children) where they averaged 36.6 per hour. The saturation rate for this sub-class increased in 1953 by one-third over the level of 1952, when it also had the highest frequency of any sub-class of Drama. In Crime Drama the frequency was rather low--9.7 per hour.

In 1953 the "gun" displaced the fist or foot as the most common means used to commit violent acts. This shift from 1952 was the result of a drop of 10 percentage points in the importance of the fist or foot and a rise of 2 points in the importance of the gun. Primitive means (the fist or foot, the struggle, the push) accounted for 35 percent of all acts in 1953, and 40 percent the year previously. Military action scenes, each of which were counted as one act, were the means in 3 percent of the 1953 acts, 2 percent in 1952, and represented death or injury inflicted on uncounted numbers of persons.

Children-hours were twice as saturated with violence as other hours. The rate of violent acts and threats in the children-hours in both years was 9.6 per hour, while in other hours it was 4.4 in 1952 and 5.0 in 1953. The children-hours contained two-fifths of the 1953 acts and threats of violence, while representing one-fourth of total time on the air. Within the children-hours, the rate of violent acts and threats in 1953 was twice as high for programs aimed at children as for those aimed at the domestic or the general audience (15.2 as against 7.8 per hour).

Live programming decreased from 1952 to 1953, especially in Variety, Information, Religion, Public Institutional and Personal Relations programs. Recorded material provided 53 percent of total New York TV programs (exclusive of News and Weather programs) in 1953--a substantial increase from the 46 percent of 1952. Both local live and non-local live programs declined proportionately.

The analysis of stereotyping was performed for 86 different drama programs which were all of those originally produced for TV (either on film or live), as distinct from those produced originally

for theatrical or other non-television purposes. This analysis was designed to measure the relation between the characters in these dramas and reality--which is, broadly speaking, the nature of the stereotyping. These programs totalled 58 hours and 35 minutes and represented 21 percent of all Drama program time. They contained 476 TV characters. Of the total, 409 characters appeared in 76 different programs each of which appeared once in the week, while 67 characters were in 10 serial programs each of which appeared several times.

Among the 476 characters (excluding four animal characters) males outnumbered females by a ratio of two to one, whereas in the real world the population is almost equally divided between the sexes.

The picture presented to TV viewers of drama was of a world peopled predominantly with characters at the peak of their sexually attractive ages. The average age of all indigenous TV drama characters was about 37, with males averaging 38 and females, 33. Three out of four of these characters were between 20 and 49 years of age, while this was true of less than half of the population of the United States. The converse of this heavy over-representation of the courting-child-bearing ages, of course, was the under-representation of the real population under 20 and over 60.

Indigenous TV drama characters were white Americans, four times out of five, with males being relatively more common among the white Americans, and females being relatively more numerous among characters of other nationalities. Europeans accounted for most of the other than American white characters. American Negroes were 2 percent of all characters. Among the Europeans, English



were the most common group with 5 percent, followed by Italians with 3 percent and French with 2 percent. Russians amounted to 1 percent. There were no Jews identified.

If the TV population be compared with that of the United States (based on the nationality of foreign-born), than Negroes and even white Americans were under-represented on TV, while Europeans were over-represented, amounting to 14 percent of the TV population and only 5 percent of the United States population. When one compares the TV population with that of the whole world, nationalities with more than one-third of the world population (India, Africa and Asia other than China) were entirely un-represented in TV, while China with 22 percent of the world population provided 0.2 percent of the TV population.

The TV drama world over-represented people who work as against people at home, but among those who work, managers and service people were over-represented. Almost three-fourths of the TV population was employed or employable, while this was true of only two-fifths of the United States population. TV reflects a culture which values highly managerial and service activities and rates low physical production work. Professional, Managers, Officials, and Proprietors, Service Workers, and Private Household Workers were 51 percent of the TV population but only 11 percent of the United States population.

Four-fifths of all TV characters were shown as law-abiding; one-fifth as law-breakers. In each major occupational category, men were portrayed as more law-abiding than women. However, because

men outnumbered women, especially in the labor force, and because the employed persons were much more often shown as law-breakers than those not in the labor force, in the aggregate men on TV were more often pictured as law-breakers than were women.

Of the Professionals, four-fifths were law-abiding, but of the Managers, Officials and Proprietors, only two-thirds were. Within the latter group, 92 percent of the public officers (including politicians) were law-abiding, as compared with 73 percent of the legitimate business men, and 7 percent of the managers and proprietors of illegal enterprises. Indigenous TV drama thus shows public officials as more respectful of law than private business officials.

American white characters were slightly more often shown as law-abiding than were other TV characters. The small numbers of Negroes, American Indians, Latin Americans, Irish, Danish, Norwegian, Scottish and Polynesians were all law-abiding. The largest proportions of law-breakers were found among other nationalities, of whom the Italians had the lowest proportion of law-abiding characters (44 percent).

TV drama heroes averaged 32 years of age, villains 43, and supporting characters 37. The average age of men was greater than that of women when they were heroes (34 and 29), and when they were supporting characters (39 and 33). However, where villains were concerned the average women was older than the man (47 as against 42). It seems that whereas heroes of both sexes were in the prime years of physical and sexual power, villains were representative of the menace of an older generation with more social power but physically and sexually on the wane.

White Americans provided more, proportionately, of the heroes

and fewer of the villains than their numbers would lead one to expect on a chance basis. They were 83 percent of the heroes but only 69 percent of the villains. Europeans, who supplied 14 percent of the total TV population, provided 10 percent of the heroes but 24 percent of the villains. In the selection of heroes, a latent selective process seemed to favor American white males and females from other nationalities. Heroes from among American whites were males rather than females by a ratio of 3 to 1, while heroes from other nationalities were females rather than males by a ratio of almost 2 to 1. Such results could occur by chance less than two times in 100.

The total amount of commercial advertising in New York TV increased in 1953 by 7 percent over 1952, and by 55 percent over 1951. Because total broadcast time also increased in this period, the proportion of total time devoted to advertising matter in both 1952 and 1953 was 18 percent as compared with 14 percent in 1951. Three stations (WNET, WCBS-TV, and WJZ-TV) carried 61 percent of all advertising matter in 1953. The heaviest saturation in 1953 was found on WJZ-TV where 26 percent of the time was advertising, while WPIX and WATV had the lightest, with 13 percent. The time segment with the highest saturation of advertising was the domestic-hours in all three years, with the rate being 24 percent in 1953. In that year 17 percent of the children- and the late-hours was advertising, while 15 percent of the adult-hours were used this way.

Advertisements which interrupt the flow of the program (primary advertisements) in 1953 were 22 percent more numerous and took 27 percent more time than in 1952 (and they were 39 percent more in number and 18 percent longer than in 1951). Taking into account

the longer hours of broadcasting, the proportion of total time given to primary advertisements in 1953 was 10 percent--the same as in 1951 and one-fourth higher than in 1952. The range for the stations in the latest year was from 12 percent (for WCBS-TV, WNBT, WJZ-TV and WOR-TV) to 6 percent (for WPIX). The bulk of the increase in primary advertising, 1951-1953, fell in the children-hours which in the latter year devoted 78 percent more time to it than in 1951.

Secondary advertising (which either accompanies or is the program material) in 1953 was 10 percent less than in 1953 although still about two-and-one-half times its 1951 level. It amounted to 8 percent of total program time in the most recent year, in comparison with 10 percent in 1952 and 4 percent in 1951. The highest saturation with this form of advertising was found in 1953 on WJZ-TV (with 14 percent) while the least was on WOR-TV (4 percent). The domestic-hours and the highest rate of saturation with secondary advertising in 1953 (14 percent).

The published report on the 1953 study is available from the National Association of Educational Broadcasters at Urbana, Illinois.



VINCENT R. IMPELLITTERI  
Mayor

SEYMOUR N. SIEGEL  
Director

WNYC



THE CITY OF NEW YORK  
MUNICIPAL BROADCASTING SYSTEM

MUNICIPAL BUILDING  
NEW YORK 7, N. Y.  
Whitehall 3-3600

November 10, 1953

Mr. Graydon Ausmus  
Box 2002  
University, Alabama

Dear Graydon:

I have just seen the correspondence from FAE concerning the grant of \$12,500 for the Monitoring Study of television programs in New York City during the week of January 3 to 10. I have also seen your reply to Miss Howard.

Before I go ahead with the preparation of the release let me invite your attention to the fact that any publicity on this particular kind of a grant would put all of the stations in New York City on notice and there would be a tendency to hook up the programming during the test week. In the past we have always kept the availability of such funds, and for that matter the exact time of measurement, completely to ourselves. I think if an announcement were made publicly there would be atleast a dozen or two additional so called "Educational" programs inserted into the programming of the seven stations for the week of January 3 to 10.

Let me have your reaction to this without delay. If you want a release out I'll be glad to prepare it and send it to Bill Griffiths in accordance with your instructions but I would certainly bear in mind the possibilities of a skewed study, if the stations were aware of the measurements being taken.

With all best wishes, believe me.

Cordially yours,

Seymour N. Siegel  
Director

SNS:bc

*I'm getting a release ready on last year's study - "you" are announcing the publication of the study SWJ*  
*I hope I told you how well you did at Norman! - SWJ.*

November 11, 1953

Mr. G. Norman Palser  
Palser Novelty Company  
37 Englewood Avenue  
Worcester 3, Massachusetts

Dear M r. Palser:

On February 16 of this year you wrote inquiring about the New York television study conducted by Dallas W. Smythe. This study is now available in printed form. Entitled "Three Years of New York Television", the book sells for \$5.00.

Sincerely,

Rosaline T. Blason  
Traffic Manager

enc.

RECEIVED  
RADIO

PALSER NOVELTY CO.

PRODUCTS OF OUTSTANDING QUALITY AND MERIT

PHONE 3-8819

APR 17 8 37 AM '53 ENGLEWOOD AVENUE WORCESTER 3, MASS.

WILL & WUC  
UNIVERSITY OF ILLINOIS

February 16 1953

National Association of Educational Broadcasters

I read an article in Feb. Cosmopolitan " Violence on TV - Entertainment or Menace? " They mention a report by Professor Dallas W. Smythe.

I would like to purchase a copy of this report, if it is available.

Please let me know.

Sincerely,

G. Norman Palser/m

*G. Norman Palser*

I am asking Hearst Corp. to re-address this letter to you.

*Sent back  
sheet  
4/28/53*

*NY-TV  
#3*

MICHIGAN STATE COLLEGE  
EAST LANSING

RADIO STATIONS  
WKAR  
WKAR-FM

Mr. Graydon Ausmus,  
Box 2002,  
University, Alabama.

Dear Graydon:

Thanks for your letter of November 7 giving confirmation of the grant from F.A.E. for the New York TV study. I am now getting out letters and a proposal to six agencies which might be interested in conducting the study. This is in line with our plan as discussed with you in Norman. Copies of a letter and the proposal are enclosed for your information.

I have discussed this proposal with our Social Research Service here. I doubt whether our group will be able to do the study because they are too busy with other projects at the moment. But I did get some suggestions which I have tried to incorporate in the letter. A letter this morning from Ken Harwood strongly suggests that Remmers do the work. I have writted to Dallas Smythe, on last Monday, asking him whether he is interested.

As you will note we have started negotiations and I hope that we will have some replies back by next week. I will keep in close touch with you and with Headquarters on this. The final decision as to wh does the job will be yours or the executive Committee, I will only furnish the contact information.

As to additions to the Research Committee, I believe that we have a good committee and, at the moment, do not have any suggestion for additions. I do know that Ken Wright at Tennessee is not on any committee and would be willing to work on one. Whether he has research qualifications or not I do not know.

I would like to request that expense be allowed for travel and maintenance for a two day meeting of the Research Committee to enable us to lay out the plan for a long range research program and to take care of our work. Unless this is possible I do not see any action of concrete nature before the Columbus meeting in April. If we could meet now I feel that we could activate a program and not lose these valuable winter months. It is impossible to make a long time plan by mail I am sure. Will you give this some consideration. Perhaps the most

*File*  
*MRB Research*  
*Committee*  
*November 12, 1954*  
*1954 TV Monitoring Study*

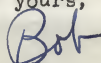


convenient spot might be Chicago or a similar place. Our committee men are in Syracuse, NY, University, Ala. Ames, Iowa Lafayette, Indiana and myself. Place of meeting could be determined by picking a central point.

I thought the Norman meeting was a good one and the discussion showed good interest on the part of members. It confirms my premise that the strength of the organization lies in its membership and the awareness of their belonging. Please call on me for any help I can give you.

Best regards to you and your good wife.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "R.J. Coleman", written over the typed name.

R.J. Coleman, Chairman  
NAEB Research Committee

November 10, 1953

Bureau of Applied Social Research  
Columbia University  
New York, New York

Gentlemen:

Each year since 1951 the National Association of Educational Broadcasters has conducted a monitoring study of television programming in the city of New York. The first of these had wide publicity and was very instrumental in the action of the Federal Communications Commission in setting aside channels for educational use. The others in the series have served to show the changing pattern of TV programming as well as to study certain special aspects of specialized program treatment. A fourth monitoring study has now been authorized to be conducted throughout the week of January 3-10.

We are enclosing a statement of the general intent and scope of the 1954 study for your consideration. We should like to know if you would be interested in conducting the study this year under the same general plan as that followed in the preceding studies. We assume that you are familiar with the earlier studies and their findings. Should you be willing to undertake the study, will you let us have your estimate of the cost of the service, these costs to cover the securing of data, evaluation and compilation of data and the written project report ready for publication. Your costs should not include actual printing and publication.

Since we have had three previous studies we therefore have a good indication of probable costs for this one. If you are interested we would be glad to confer with you on estimates.

We would appreciate an early reply so that arrangements for the study can be completed in sufficient time to get the actual monitoring done during the designated week in January.

Very truly yours,

R. J. Coleman, Chairman  
NAEB Research Committee

RJC:jm

The attached letter and proposal for the 1954 New York TV study was sent to the following agencies:

Mr. Rensis Lickart, Director  
Survey Research Center,  
University of Michigan, Ann Arbor, Michigan

National Opinion Research Center  
University of Chicago,  
Chicago, Illinois

Division of Educational Reference,  
Dr. H. H. Klemm, Director,  
Purdue University,  
West Lafayette, Indiana

Bureau of Applied Social Research,  
Columbia University,  
New York, N.Y.

Social Research Service,  
Michigan State College,  
East Lansing, Michigan

Dallas Smythe,  
Institute for Communications Research  
University of Illinois,  
Urbana, Illinois.

## PROPOSAL FOR 1954 NEW YORK TV MONITORING STUDY

Auspices of the National Association of Educational Broadcasters

It is proposed to conduct a fourth in the series of New York TV monitoring studies. The study is conducted under the auspices of the National Association of Educational Broadcasters under a grant from the Fund for Adult Education of the Ford Foundation.

The plan, in this as in each of the three preceding studies, would be to:

1. obtain information comparable to and consistent with that derived from each of the preceding studies on the amount of time devoted to TV programs of the several classes, together with the amount, kind and location during the week of advertising materials.
2. pioneer in the scientific exploration of some significant aspects of TV programming. In 1952 this exploratory work was on the measurement of the amount, means and context of violence. In 1953, the study obtained basic data on violence for comparative purposes but in addition an exploration was conducted into the nature of stereotyping in indigenous TV drama programs. It is proposed in 1954 to explore a quite different area of TV program policy, namely the manner in which what we have called "Public Issues" programs are handled. This would entail an objective analysis of the extent to which TV undertakes to deal with Public Issues, as well as the more narrow question of how it handles those issues it chooses to present in some fashion.

The methods used for this study will be consistent with the earlier studies and comparable methods of analysis will be employed.

The dates for the 1954 study will be the entire week of January 3-10, (comparable to the dates used in preceding studies.)

Data will be compiled and evaluated in sufficient time to permit publication of the completed study by May 15, 1954.

It is evident from the first three New York studies that the "picture of the world" which is presented by TV programming has changed even in this short period of time. The 1953



report indicates that major shifts are taking place in the kind and quantity of TV programming available to the public in the major program-originating city, New York. Drama programs, which in 1952 had amounted to 33% of all program time had risen, in 1953, to 47%. Sports programs in 1953 were only half as abundant, proportionately, as in 1951. Information and orientation programs have decreased while entertainment programs have increased as proportions of total programming.

These studies have provided essential benchmark information for industry, educators, the Federal government and the public at large. They constitute a large-scale map of the course of TV program development which may provide a point of comparison for evaluation of programs in the years ahead.

Robert J. Coleman, Chairman  
NAEB Research Committee  
Radio Station WKAR  
Box 790  
East Lansing, Michigan

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

November 16, 1953

Mr. E. L. Young  
Acting Treasurer  
The Fund for Adult Education  
914 East Green Street  
Pasadena 1, California

Dear Mr. Young:

This will acknowledge, with sincere thanks, receipt of check No. 0507, in the amount of \$12,500.00, to cover full costs of a monitoring study of television programs in New York City during the week of January 3 to 10, 1954.

This check is today being turned over, for administration, to Mr. Frank Schooley, NAEB Treasurer.

Sincerely yours,

Harry J. Skarnia  
Executive Director

HJS:ms

cc: Mr. G. H. Griffiths  
Miss Martha Howard  
Mr. Graydon Aumous  
Mr. Frank Schooley

MICHIGAN STATE COLLEGE  
EAST LANSING

RADIO STATIONS  
WKAR  
WKAR-FM

1954  
TV Study

November 24, 1953

Mr. Graydon Ausmus,  
President, NAEB,  
Box 2002,  
University, Alabama.

Dear Graydon:

I am enclosing a letter to Harry Skornia which will give you the progress being made on getting bids for the New York TV Monitoring study. I expect other replies right away but felt that I should send those already in to headquarters now. I feel that, since the decisions and contracts will be made by the Board through Headquarters, there is no point in keeping the bids and correspondence here. While I could not send you the letters I have attempted to brief them in the letter so that you will have the picture as it is.

I am also enclosing a letter from H.H.Remmers regarding the possibility of adding Dr Benjamin Shimberg of the Educational Testing Service, Princeton, New Jersey, to the membership of the Research Committee. I am in accord with Dr. Remmers suggestion because I feel that our committee cannot be too strong in its professional makeup. I do raise one question, that is in regard to membership on committees by people who are not members of NAEB or whose agencies are not members. It seems to me that we should not go far afield in taking in people outside our NAEB organization interests and yet I do not know what policies have been or or in that regard. You can ready the correspondence and decide if you wish to appoint Dr. Shimberg.

I hope that our committee action is proceeding as you and the Board would wish. Be sure that we will get our pther proposals as soon as we can get our committee together.

Sincerely yours,

*Bob*

R.J.Coleman, Chairman  
NAEB Research Committee

cc: H.H.Remmers

November 24, 1953

Mr. Harry Skornia,  
NAEB Executive Director,  
14 Gregory Hall,  
University of Illinois,  
Urbana, Illinois.

Dear Harry:

Returns are beginning to come in on the requests for bids on the New York TV Monitoring study. As I wrote you earlier I sent out the proposal to six agencies. On receipt of your added suggestions following the Executive Board meeting last week I added the three others you mentioned. I am sending the correspondence from three of the agencies to you. I am of the opinion that, since the decision as to who does the job and the matter of contract is in your hands, I should relay what information I have as soon as received here.

Enclosed are letters from NORP at the University of Chicago indicating their interest in the project and their willingness to undertake the job. Their bid, you will note, is \$12,000. which does not include actual publication. I believe that a visit to Chicago may help clarify this entire situation and that the cost might be negotiated by personal contact.

Also enclosed is the bid of the Purdue Opinion Panel, H.H. Remmers, Director. Dr. Remmers is a member of our committee and we discussed the project in detail at Norman. His bid for the job is \$10,450., also not including publication costs.

Also enclosed a letter from the Bureau of Applied Social Research at Columbus University, saying that they cannot take on the project at this time.

Previously I had written Dallas Smythe and had an answer from him asking for his original estimates made when the proposal was first drawn up. I sent these but have not heard from him since. Perhaps you could contact him there and get the figures without having me act as middleman. I feel very strongly that Dallas is best equipped to handle the study since he did the three previous ones and knows the procedure and requirements better than a new agency could. That is only my personal opinion based on the necessity to keep the studies uniform and techniques alike.



I have also submitted the proposal to our own Social Research Bureau at Michigan State. The first conversation on this with the Head of the Department brought the thought that they would not be interested and suggestion of a price far beyond what we have to spend. I later talked with one of the men who would do the work and he did not think in the same terms as the Head. I believe that our agency could be counted out on this one. If there is further information I will get it to you.

I note that you suggested the Institute for Communications Research at Illinois as a possibility. I did not send the proposal to Schram since I had already sent it to Dallas. If there is any difference there perhaps you can see Schram about it.

I am expecting more returns in a day or two and will send the correspondence along. I hope that I am correct in doing it this way but I feel that, since the final decisions must come from there, I am only delaying things by keeping all the correspondence here and trying to get a committee decision by mail. The time factor will not allow this method.

Sincerely,

R.J.Coleman, Chairman  
NAEB Research Committee

cc Graydon Ausmus

# PURDUE OPINION PANEL

PURDUE UNIVERSITY  
DIVISION OF EDUCATION REFERENCE  
LAFAYETTE, INDIANA

November 20, 1953

Mr. Robert J. Coleman  
Chairman, NAEB Research Committee  
Radio Station WKAR  
Michigan State College  
East Lansing, Michigan

Dear Mr. Coleman:

If my memory serves me, I mentioned to you briefly at Norman, Oklahoma, the fact that Dr. Benjamin Shimberg has been employed by Educational Testing Service, Princeton, New Jersey, to develop and carry out research on TV. Dr. Shimberg is a former student and assistant of mine who, after receiving his doctorate here in 1949, was employed by the U. S. Public Health Service, where his assignment was the development and implementation of research designs to measure and evaluate the impact of various health programs carried out under the auspices of the U. S. Public Health Service.

The Educational Testing Service is, as you perhaps know, the result of the amalgamation of a number of different testing services several years ago, including the American Council, the Graduate Record Examination, the College Entrance Board Examinations, etc. Most of the large testing programs of the Armed Forces are done under contract with the ETS, which has a staff numbering somewhere between three and four hundred persons. It, like the NAEB, is a non-profit organization.

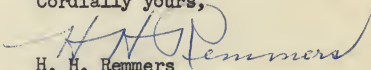
When Dr. Shimberg wrote me of his new assignment it occurred to me that it might be worthwhile to explore the possibilities of cooperation of NAEB and ETS. Jim Miles, with whom I discussed the matter, concurred. I therefore wrote Dr. Shimberg informally, making this suggestion. A copy of the letter I received in reply is attached.

It seems to me that the NAEB has nothing to lose and possibly a great deal to gain if Dr. Shimberg could be made a member of our Committee. Won't you write President Ausmus your reaction to this and send me a carbon copy?

Within a day or two I shall send you our cost estimate of the New York City monitoring project.

It was good to renew acquaintance with you in Oklahoma and I hope that we may be able to have the physical meeting of our Committee for the purpose of trying to hammer out a research program.

Cordially yours,

  
H. H. Remmers  
Director

HHR:bc  
Enclosure

EDUCATIONAL TESTING SERVICE

20 Nassau St.

Princeton, N. J.

November 16, 1953

Professor H. H. Remmers, Director  
Division of Educational Reference  
Purdue University  
Lafayette, Indiana

Dear Herman:

I was pleased to receive your letter of November 9 suggesting that we explore the possibility of ETS and the National Association of Educational Broadcasters joining forces on problems of mutual research interest. It sounds like an excellent idea. I discussed it briefly with Mr. Chauncey and he is anxious that I learn all I can about the activities of the NAEB Research Committee and possible areas of collaboration.

Could you send me any materials which would give me an idea of the scope and interests of the Committee as well as a brief run down on its current activity. I'd like very much to work with the group if you can arrange an invitation. This would certainly be one way to keep informed on research plans and to avoid wasteful duplication of effort. How often does the Committee meet?

I had hoped to spend several months travelling around the country getting acquainted with people in TV and learning about research activity. However, the day I arrived at ETS, Mr. Chauncey tossed an interesting project my way and I've had little time for anything else since.

The National American Red Cross asked ETS to help them do an objective evaluation of an experimental program they're planning for Houston, Texas beginning in February. They propose to teach their home nursing course on KUHT-TV for two nights a week for seven weeks (8:30-9:00 P.M.). Our experimental design calls for three groups. The control group will be taught by the conventional lecture method, which requires 14 hours of work in small class groups. One experimental group will watch TV and in addition get an hour a week of supervised practice from a Red Cross instructor who will meet with small neighborhood groups. The third group will only watch TV and have no opportunity to participate in supervised practice.

We've prepared an objective written test of course content and in addition are working on a series of short performance tests which will measure some of the important skills taught in the course. Everyone will be given a pre and a

November 16, 1953

post test--quite an ambitious undertaking since there will be 200 in each group. We're planning to administer the group and individual tests to small groups of from 10-12 people in each.

I hadn't planned to go into such great detail, but I thought you'd be interested in knowing what I was actually doing.

We missed you at the Invitational Conference; hope we can get together for a long chat before long. Be sure to let me know when you plan to be in the East.

Henry Channcey specifically asked to be remembered to you, and I know he's pleased at the possibility that we may be able to work together on TV research. I hope you'll write soon and give me your ideas as to possible areas of cooperation.

Helen sends regards,

Sincerely,

Benjamin Shimberg  
Assistant to the President for  
Evaluation and Research in Educational Television

BS:bc



MICHIGAN STATE COLLEGE  
EAST LANSING

Radio Stations  
WKAR  
WKAR-FM

December 1, 1953

Mr. Dallas Smythe,  
114 David Kinley Hall  
University of Illinois  
Urbana, Illinois

Dear Dallas:

Thanks for your letter and suggestions regarding the New York TV Monitoring Study. I have sent a copy of your letter to Harry Skornia. I have forwarded all letters and estimates from the agencies which have been contacted as possibilities to conduct the study. I have done this because I am in the position of middle man and all the decisions and contracts must be made at Headquarters anyhow. I feel that this is the only way to get the study under way without delays caused by having to relay messages between the agencies and headquarters.

I would like to suggest that you talk over this entire matter with Harry. As I wrote you earlier, I am convinced that you are the one to make the study if it can be worked out to mutual satisfaction. It will be much simpler to have you discuss the matter in person then to write me and have me forward the information back to Urbana. I hope that you will be able to complete arrangements.

Best regards.

Sincerely yours,

/s/ Bob

R. J. Coleman, Chairman  
NAEB Research Committee

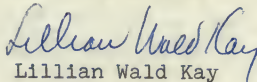
1112 Sixteenth St. N.W.  
Washington 6, D.C.  
December 2, 1953

Dr. H. Skornia  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Dr. Skornia:

If the National Association of Educational Broadcasters will be doing a Television study in New York this year, I should like to be considered for the position of Study Director. Enclosed is a resume of my experience and background along with a bibliography. In addition to the material on the vita there is an unpublished content analysis study on the UN. General F. H. Osborn, 230 Park Avenue, New York, is very familiar with this research.

Sincerely yours,

  
Lillian Wald Kay

NY TV Study  
1954

December 7, 1953

Miss Lillian Wald Kay  
112 Sixteenth St. N. W.  
Washington 6, D. C.

Dear Miss Kay:

I am very sorry that the contract for the New York Television Study, 1954, has already been let. It is done on a bid basis, and since the study had to be completed during January, we had to proceed as promptly as possible on the basis of low bids from the principal survey organizations of the U. S.

We are therefore returning your papers, with regret.

Sincerely,

Harry J. Skornia  
Executive Director

HJS:do

President's  
files  
1954 TV Monitoring  
Study  
December 4, 1953

Professor H. H. Remmers, Director  
Purdue Opinion Panel  
Purdue University  
Division of Education Reference  
Lafayette, Indiana

Dear Hermann:

This is to advise you that the National Association of Educational Broadcasters accepts your bid, contained in your letter of November 20, 1953, to Mr. Robert J. Coleman, Chairman, NAEB Research Committee, to do a television monitoring study in New York City during one week in January, 1954.

A formal contract will be written to cover this agreement, as I indicated to you by telephone earlier this day. There are two minor exceptions upon which we agree, namely:

1. The study may be made during any week in January after January 11, preferably as soon thereafter as possible;
2. The last sentence of your letter is modified to read, "We believe we can safely promise a written report one hundred (100) days after the data."

Furthermore, NAEB agrees that upon acceptance of terms herein indicated, and pending a more formal contract, it will advance \$1,000 to you. Upon signing of the contract between you and NAEB, NAEB will pay you the additional sum of \$8,000. The balance of the amount of the contract, \$1,450, shall be paid you upon presentation of materials ready for publication. The total contract price is \$10,450.

I shall be looking forward to seeing you early Monday afternoon. I shall be happy to give you that first thousand at that time. May I suggest you confirm acceptance of this letter, along with terms in your letter of November 20.

Sincerely,

Frank E. Schooley  
Treasurer

FES:mg

cc: Board of Directors, Robert J. Coleman, Harry Skornia.



# PURDUE OPINION PANEL

## BUDGET

1954 New York TV Monitoring Study (Seven Channels)

### Fieldwork

#### Facilities, Equipment and Services

Space	\$ 300.00	
TV Set Rental	250.00	
Office Supplies and Forms	100.00	
Telephone and Telegraph	50.00	
Miscellaneous	<u>50.00</u>	
		750.00

#### Personnel

Monitors for 7 Channels		
@ \$1.50 hr.	3,000.00	
Supervisors	<u>700.00</u>	
		3,700.00

#### Other

Transportation and director's		
subsistence	400.00	
Contingencies	<u>200.00</u>	
		<u>600.00</u>

TOTAL, FIELD WORK

5,050.00

### Analysis

#### Facilities, Equipment and Services

Statistical Laboratory Services	1,800.00	
Office Supplies and Forms	50.00	
Telephone and Telegraph	25.00	
Miscellaneous	<u>25.00</u>	
		1,900.00

#### Personnel

Clerks and secretaries	800.00	
Supervisors	<u>250.00</u>	
		<u>1,050.00</u>

TOTAL, ANALYSIS

2,950.00

### Project Supervision and Report Writing

Director	1,000.00	
Consultants	750.00	
Incidental travel	200.00	
Typing, Graphic work	300.00	
Miscellaneous	<u>200.00</u>	
		2,450.00

TOTAL, PROJECT SUPERVISION AND REPORT WRITING

2,450.00

TOTAL, NEW YORK STUDY

\$10,450.00

N.Y. Monitoring  
Study 1954

Urbana, Illinois  
December 10, 1953

Mr. Seymour N. Siegel  
Radio Station WNYC  
Municipal Building  
New York, New York

Dear Si:

Thanks for your note regarding Monitoring Study. Dates have been thoroughly considered. Researchers, including the Research Committee, Schramm, Smythe, Remmers, and the Executive Committee all see no objections, and certain advantages in not using January 3-9 dates. That's reason decision was made accordingly. Remmers plans to see you when he comes to New York, next week, I believe.

Sincerely,



Frank E. Schooley  
Treasurer

FES/bc

cc: Skornia ✓

Ausmus

Coleman

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

Box 2002  
University, Alabama

RECEIVED  
NAEB HEADQUARTERS

DEC 14 1953

December 10, 1953  
7:8:9:10:11:12:13:14:15

Mr. Seymour Siegel  
Station WNYC  
2500 Municipal Building  
New York 7, New York

Dear Sy:

Your letter of December 7 to Frank Schooley raises a question which I thought had been decided and one on which I would like immediate general reactions from all persons named on your carbon.

You state that "We have three years of the first working week in January A deviation from that would necessarily cut down on comparability." I cannot see that a shift of one or two weeks would make any difference in terms of comparison with previous studies, but I am very definitely of the opinion that we are likely to find some "padded" program schedules if we do the study the first week. Information concerning our plans for this study has been distributed much more widely this year than ever before and I am afraid that not one, but all of the stations in New York, will be expecting the study this time and will pad their first week with educational programs.

Unless an overwhelming majority of those addressed in this letter urge the first week, I still recommend a later week in January.

Sincerely yours,

Graydon Ausmus  
President

GA/sbr

cc: Skornia, Schooley, Dunn, Hunter,  
Reyners, and Coleman

*NY Monitoring  
Study 1954*

RECEIVED  
NAEB HEADQUARTERS

DEC 16 1953

AM PM  
7 8 9 10 11 12 1 2 3 4 5 6

December 14, 1953

Mr. Graydon Ausmus  
Box 2002  
University of Alabama  
University, Alabama

Dear Graydon:

I have your note of December 10 wherein you favor a later week in January for the New York Monitoring Study.

I merely raised the point on the basis of my audience measurement experience in connection with statistical comparability. Frank Schooley has already written to me and said that Schramm, the members of the Research Committee, and several other experts have considered the problem and can see no objection to a later measurement.

If information concerning our plans for this study has been distributed much more widely this year, as you say, this is diametrically opposed to my suggestion to you some time back, that there be no publicity given to the grant or to the study until after it was under way. In any case, as long as the matter has been considered by social scientists of note, my reason for writing to Frank has been accomplished.

With best wishes of the Season, believe me,

Cordailly yours,

Seymour N. Siegel  
Director

sns/bc



W. J. Montgomery  
& Andy

January 4, 1954

Mr. C. L. Morgan, Jr.  
Acquisitions Librarian  
University of Miami  
Coral Gables 46, Florida

Dear Mr. Morgan:

Thank you for your letter of December 29 requesting the availability and the cost of THREE YEARS OF NEW YORK TELEVISION (1953). It is available at \$5.00 including delivery charges.

Please let us know if we can be of further assistance.

Sincerely,

(Mrs.) Mary Schwartzbart  
Secretary

M.S.

*Send to  
Shorne*

UNIVERSITY OF MIAMI

CORAL GABLES (UNIVERSITY BRANCH) 46, FLORIDA

THE LIBRARY

December 29, 1953

National Association  
Educational Broadcasters  
2500 Municipal Bldg.  
New York 7, N. Y.

Gentlemen:

We request the availability and the cost of the material listed below. This inquiry is not to be considered as an order. Books are acceptable only when shipped on an official University purchase order as issued by the Purchasing Agent.

Very truly yours,

*C. L. Morgan, Jr.*  
C. L. Morgan, Jr.  
Acquisitions Librarian

Three Years of New York Television (1953)

NY #4 TV Study File Copy

April 29, 1954

Dr. H. H. Remmers  
Purdue Opinion Poll  
Purdue University  
Lafayette, Indiana

Dear Pop:

Any word on TV study final copy for printer? We're crowding, to  
quote the minutes of the Columbus Board meeting, "the latter part of April."

Cordially,

Harry J. Skornia  
Executive Director

HJS:wg  
cc: NAEB Officers

April 29, 1954

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Purdue Opinion Poll  
Purdue University  
Lafayette, Indiana

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Executive Director

HJS:wg  
cc: NAEB Officers

*Monitoring Study - 1954*

# PURDUE OPINION PANEL

PURDUE UNIVERSITY  
DIVISION OF EDUCATION REFERENCE  
LAFAYETTE, INDIANA

May 11, 1954

RECEIVED  
NAEB HEADQUARTERS

MAY 12 1954

AM PM  
7 8 9 10 11 12 1 2 3 4 5 6

Mr. Harold E. Hill  
Associate Director NAEB  
14 Gregory Hall  
Urbana, Illinois

Dear Mr. Hill:

In response to your inquiry of May 10, may I say that I prefer credit given to the Purdue Opinion Panel on the cover of the TV Study. I assume that Mr. Mainer's name and mine can be given on the fly leaf.

Cordially yours,



H. H. Remmers  
Director

HHR:jk



May 11, 1954

Dr. H. H. Remmers  
Purdue Opinion Poll  
Purdue University  
Lafayette, Indiana

Dear Dr. Remmers:

Schooley, Hill and I are of the opinion, since funds were gotten for this monitor study specifically to study the handling of public issues on TV that Chapter VI will hardly suffice or enable us to keep our promise. We'd send this chapter back, but assume you have a copy. Could you see what could be done to make it look as adequate as possible, at least, since this is the *raison d'être* of this entire study?

Also feel that we could not publish the introduction in its present form because of reflections on methodology used in our earlier studies. Since all were NAEB ones, regardless of who did them, I feel that reference to earlier classification methods as "lengthy and untidy" or such comments as are listed on page 2 under paragraph 2 should be redone to emphasize the positive, saying what changes were made when necessary, but not necessarily being quite so condemnatory of techniques used on earlier ones. The remarks you make are probably valid, and would be good in an article for research men, I feel. But I doubt if it's so good here. What is your reaction to this suggestion?

I do think a report to us for file might make these and other observations, but I do feel that what the NAEB publishes should show as much respect as possible on the part of one survey supervisor for earlier ones, otherwise we are likely to be paying to publish criticisms of our own earlier products. This might well someday be done, but I doubt if this is the time.

Graphs and other data look fine. Sorry my remarks have had to be based on only a few minutes' perusal. Lots of projects popping around here just now. Would be grateful to hear from you on this (and Harold's card of yesterday) as soon as possible.

With these few changes (and possibly others which may later be uncovered when we're able to really read it clear through) this should be a fine study.

Sincerely,

HJS:uc  
cc: Schooley, Hill, and Ausmus

Harry J. Skornia  
Executive Director

PURDUE UNIVERSITY

DIVISION OF EDUCATIONAL REFERENCE

LAFAYETTE, INDIANA

May 7, 1954

RECEIVED  
NAED HEADQUARTERS

MAY 10 1954

A M

P M

7 8 9 10 11 12 1 2 3 4 5 6

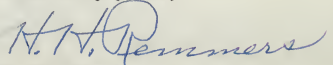
Dr. Harry D. Skornia  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Dr. Skornia:

Here is the 1954 New York TV monitoring report-- praises be!  
I hope you like it.

The basic data as they came from the machines will be sent a  
little later-- a small job of assembling is needed.

Cordially yours,



H. H. Remmers  
Director

HHR:jwk

n. y.  
TV monitoring  
54

May 11, 1954

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Purdue Opinion Poll  
Purdue University  
Lafayette, Indiana

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Sincerely,

HJS:we  
cc: Schooley, Hill, and Ausmus

Harry J. Skornia  
Executive Director

May 18, 1954

New York  
TV Monitor  
Study

Dr. Harry J. Skornia  
Executive Director, NAEB  
119 Gregory Hall  
The University  
Urbana, Illinois

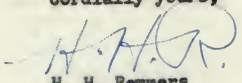
Dear Harry:

Here's our revised chapter on "Public Issues." If more time were available we could, of course, expand it further in terms of what the critics say and by means of armchair speculation. Obviously, the data are as they are and they admit of no further useful analysis. Our discussion does make clear, I believe, the difficulties that bedevil the problems of evaluation. The revision of this chapter will require a few slight changes in the Table of Contents. I assume you can make these.

If you or Frank Schooley will review our correspondence you will find that I was able to get no clarification from Bob Coleman on what hypotheses if any were to be tested re public issues on TV. You will also recall that Bob Mainer and I asked you and Frank what the Executive Committee might have discussed concerning the problem that might guide us. There had apparently been no such discussion. Finally, it was not made clear to us that public issues were to be a major focus of the study. On the contrary, comparability with previous studies was stressed as the major consideration.

All of this is not by way of any criticism of anybody. It is merely comment on your letter of May 11, particularly your first paragraph.

Cordially yours,

  
H. H. Remmers  
Director

cc/ Frank Schooley,  
Graydon Ausmus



~~file~~

1954 TV  
Mon. Study

Cherment

77-54

Jes

# PURDUE OPINION PANEL

PURDUE UNIVERSITY  
DIVISION OF EDUCATION REFERENCE  
LAFAYETTE, INDIANA

May 18, 1954

RECEIVED  
NAEB HEADQUARTERS

MAY 19 1954

AM PM  
7 8 9 10 11 12 1 2 3 4 5 6

Dr. Harry J. Skornia  
Executive Director, NAEB  
119 Gregory Hall  
The University  
Urbana, Illinois

Dear Harry:

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All of this is not by way of any criticism of anybody. It is merely comment on your letter of May 11, particularly your first paragraph.

Cordially yours,

*Hermann*  
H. H. Remmers  
Director

cc/ Frank Schooley,  
Graydon Ausmus

PURDUE OPINION PANEL  
Purdue University  
West Lafayette, Indiana  
July 6, 1954

National Association of Educational Broadcasters

Account re New York TV Monitoring Project


Total contract price \$10,450

Rec'd December 4, 1953 1,000

" January 19, 1954 8,000

" July 8, 1954 1,450

Total 10,450

  
H. H. Remmers  
Director



NY  
TV  
monitoring  
11 54

May 28, 1954

Dr. H. H. Reamers  
Purdue Opinion Poll  
Purdue University  
Lafayette, Indiana

Dear Dr. Reamers:

Hope to have printed job finished June 10, at which time we send to Sy Siegel for a publicity release. In past years, as part of the job and because it was a good plug for him, Smythe has prepared a rough statement of highlights which, with a few changes, Sy could use in and for the release. Could you please do the same this year again?

Harold Hill did most of the editing on the job and we did move a few tables around a bit (so the first figure encountered wouldn't be number 30 - something, etc.). I think it will look very nice when it's finished. As soon as we receive the above (not over 5 or 6 pages) Frank will be able to send you your payment. Thanks for return of stop-watches, received last week.

Dallas Smythe leaves Wednesday to testify before Senate Sub-Committee (on juvenile delinquency's possible causes in TV). I had feared I'd need to get something on this from you, but the printer will have a first copy ready for him before he leaves, so I won't need to bother you.

All the best.

Sincerely,

Harry J. Skornia  
Executive Director

HJS:wc

cc: Frank Schooley  
Dallas Smythe  
Graydon Ausmus  
Seymour Siegel

G. H. Griffiths  
Robert Coleman  
Harold Hill

C  
O  
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Y

n4  
TV Monitoring  
Study  
1954

PURDUE OPINION PANEL  
Purdue University  
Division of Education Reference  
Lafayette, Indiana  
June 2, 1954

Dr. Harry Skornia  
National Association of Educational  
Broadcasters  
Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Dr. Skornia:

Dr. Remmers will be away for a short time. Since you are probably anxious to have the highlights from the 1954 study as soon as possible, I have taken the liberty of preparing a brief summary for you.

I hope the enclosed material is what you had in mind. I tried to select findings that will make the most interesting reading when rewritten for the press, and I kept the discussion fairly brief -- I trust not too brief.

If there is anything I can add, or if other assistance can be given in Dr. Remmers' absence, please feel free to call on me.

Sincerely,  
/s/ Robert Mainer  
Robert Mainer

A Summary of the 1954 Study  
of New York Television

An analysis of a complete week of metropolitan New York's commercial television has been made by the Purdue Opinion Panel for the National Association of Educational Broadcasters. This study, the fourth in an annual series begun in 1951 by the NAEB, was concerned with the content of television programs monitored between January 25 and 31 by the Purdue Opinion Panel.

More than 662 hours of television were viewed by monitoring teams during the study week. Some of the resulting facts confirm findings from previous years, while others bring new TV trends to light. Entertainment continues to make up the bulk of TV programs with 77.7 per cent of all air time. Among entertainment programs, drama alone accounts for more than 46 per cent of all broadcast time. Some slight changes in programming practices have been found. A larger proportion of air time is given to comedy drama and less to crime and domestic or "soap opera" drama. General information programs covering such topics as cooking, arts, crafts and similar topics are on the decrease. In general, however, the analysts conclude that programming practices in commercial New York television have stabilized. They point out that many of the changes in proportions of program time devoted to various types of material are a result of increased broadcasting activities by

network stations and the reduced schedules of some independents in the metropolitan area. Since network stations carry different types of programs than the independents (e.g., more "live" programs and fewer old movies), changes in their broadcasting activity will affect the overall composition of New York's TV material.

Since 1952, the NAEB studies have included a tabulation of the amount of violence found in TV programs during the study weeks. In 1954, 7065 acts or threats of violence were counted at the rate of almost eleven acts or threats per hour. This quantity of violence is more than twice that noted in previous years. The study directors warn that at least part of this increase may be due to changes in monitoring techniques, but at least some of this gain seems to be a result of a trend toward the increased use of violence in TV.

Human agents were found to be responsible for 81 per cent of the violence. The frequency of violence was found to be highest during the hours of 5 to 7 p.m. when the child audience is largest, but a large part of this violence occurred in cartoons and comedies, and frequently was in a sham or humorous context. Tension producing devices -- lighting effects, special music, startling sound or action, and the like -- accompanied 21.4 per cent of the acts or threats of violence, while 31.6 per cent was in a humorous or sham context.

The proportion of broadcast time devoted to all forms of advertising was found to be still at 1953's level of 18 per cent, but the analysts found trends among the several kinds of advertising they have defined. Primary advertisements -- the kind that interrupt the flow of program material -- were found to have increased from 10 per cent of total broadcasting time in 1953 to 13 per cent in 1954. On the other hand, secondary advertising in the form of background plugs for products has decreased from 8 per cent in 1953 to 5 per cent of total program time in 1954. Advertising reached a maximum during the daytime hours when housewives predominate in the audience. Up to 16 per cent of program time in the domestic hours was given to primary advertising alone.

The average commercial during 1954 lasted 54 seconds, but commercials were found which lasted as little as a few seconds and as long as several minutes. Actually, commercials within programs last considerably longer than the average figure given above; but brief messages during station breaks tend to pull the average down. Considerable variation in length of average commercials was found from station to station. Some of New York's network stations use an average of 42 seconds for commercials, while one independent averages two minutes for its sponsors' messages.

New York's commercial stations devoted 1.8 per cent of their total broadcast time to public issues programs during the study week. The discussants in half of these programs relied mostly upon rational argumentation or factual presentation; discussants on the remainder of the programs used "emotional" appeals in varying degrees. On 55.3 per cent of the public issues programs, only one viewpoint was represented, and some selling of views was found in 53.6 per cent of the public issues discussions.

June 5, 1954

Mr. Seymour N. Siegel  
Station WNYC  
2500 Municipal Building  
New York, New York

Dear Sy:

The attached (Mainer letter and statement on NY TV Study, 1954) was sent yesterday without a note, since I was between trips. (Saw Ausmus in Tuscaloosa, and now ready to get to St. Louis for Seminar opening, thence to Chicago Tuesday to confer with Van Duhn.)

The 1954 New York TV Study is promised from the printer June 10. How many copies do you want? The attached was requested as basis for a story you can use. Hope it's okay. Will be able to ship the study by June 14, I'd say, though I'd guess you should send to the press, with release. Let us know, and pick your own release date. Think FAE likes to check all references to them before release.

Upcoming: grants-in-aid (\$40,000.00 for radio) announcement as soon as folder (now at the printer) is off the press and the check from the Center received. I'll keep you posted. Also upcoming: Names of persons approved 1) for scholarships, 2) later, for workshop, and 3) still later, engineering workshop.

Sincerely,

*H. J. Skornia*

Harry J. Skornia  
Executive Director

P.S. A little concerned about the release on the scholarships. Some of them start June 14. Very few applications in yet, and we badly need publicity.

enc.

c.c.: For the information of the Officers

HJS:rtb



C  
O  
P  
Y

PURDUE OPINION PANEL  
Purdue University  
Division of Education Reference  
Lafayette, Indiana  
June 2, 1954

Dr. Harry Skornia  
National Association of Educational  
Broadcasters  
Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Dr. Skornia:

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The average commercial during 1954 lasted 54 seconds, but commercials were found which lasted as little as a few seconds and as long as several minutes. Actually, commercials within programs last considerably longer than the average figure given above; but brief messages during station breaks tend to pull the average down. Considerable variation in length of average commercials was found from station to station. Some of New York's network stations use an average of 42 seconds for commercials, while one independent averages two minutes for its sponsors' messages.

New York's commercial stations devoted 1.8 per cent of their total broadcast time to public issues programs during the study week. The discussants in half of these programs relied mostly upon rational argumentation or factual presentation, discussants on the remainder of the programs used "emotional" appeals in varying degrees. On 55.3 per cent of the public issues programs, only one viewpoint was represented, and some selling of views was found in 53.6 per cent of the public issues discussions.

Monitoring Study #7  
New York 1954

June 12, 1954

Mr. Seymour N. Siegal  
Station WNYC  
2500 Municipal Building  
New York, New York

Dear Sy:

Thanks for yours of June 8. Don't know who leaked to the press, unless it was Dr. Remmers himself, or one of the few Directors who received the advance blurb at Columbus. Sent a couple to FAE (Griffiths) but they don't leak anything.

The books will be delivered Monday and we'll send the 30 out to you at once.

Hoping, still, with fingers crossed, on Scholarships. Thanks for any push that occurs to you.

Sincerely,

Harry J. Skornia  
Executive Director

c.c. Dr. H. H. Remmers

HJS:rtb

ROBERT F. WAGNER,  
Mayor

SEYMOUR N. SIEGEL  
Director

WNYC



WNYC-FM

THE CITY OF NEW YORK  
MUNICIPAL BROADCASTING SYSTEM

MUNICIPAL BUILDING  
NEW YORK 7, N. Y.  
WHitehall 3-3600

RECEIVED  
NAEB HEADQUARTERS

June 8, 1954

JUN 11 1954

AM PM  
7 8 9 10 11 12 1 2 3 4 5 6

Dr. Harry J. Skornia  
University of Illinois  
Urbana, Ill.

Dear Harry:

I have your note of June 5 concerning the Television Study. Apparently somebody has leaked details of this to the Press or the Congressional Committee investigating juvenile delinquency. The New York papers have already carried a great deal of the results of the Study. I would, however, ask you to send us 30 copies and we will release, roughly, for June 23.

I will send a preliminary release to Miss Howard in accordance with your suggestion.

I will do the best I can on the Scholarship situation.

With all best wishes,

As ever,

Seymour N. Siegel  
Director

sns-lg



June 18, 1954

Mr. E. J. Burch  
THE INTERSTATE  
Printers and Publishers, Inc.  
19-27 North Jackson Street  
Danville, Illinois

Dear Mr. Burch:

Thank you for sending a bid on "Four Years of New York Television."

When, after I called you several weeks ago to inquire whether or not you were going to submit a bid, I heard nothing further, I presumed that you were just too busy to handle this job. Therefore, on the basis of the two other bids we had, we contracted for the job.

I might add that we received the finished books the same day I received your bid through the mail.

Sincerely,

Harold E. Mill  
Associate Director

HEH:cp

HEA - 9 added P.S. + signed + sent.



# The Interstate

PRINTERS and PUBLISHERS, Inc.

19-27 North Jackson Street  
Danville, Illinois

June 11, 1954

RECEIVED  
NAEB HEADQUARTERS

JUN 12 1954

AM PM  
7 8 9 10 11 12 1 2 3 4 5 6

Mr. Harold Hill  
N. A. E. B.  
14 Gregory Hall  
Urbana, Illinois

Mr. Hill:

I know we are completely out of line as far as time is concerned, but we still want to officially quote on your "Four Years of New York Television" booklet.

Our prices would be as follows:

800 copies, 80 pages & cover	-----	\$1791.50
1,000 copies, 80 "	-----	1865.55

Mr. Hill, our trouble the past several weeks has been lack of man power. Our monotype operator died, and two other composing room men left for various reasons. We were left in a position of not knowing whether or not we could get the type set on your book. We now (finally) have replaced these men, and so can plan our production properly.

Thank you for considering us in this printing, and we would certainly appreciate it very much if you would remember us in any of your future printing needs.

Very truly yours,

THE INTERSTATE  
Printers and Publishers, Inc.

*E. J. Burch*  
E. J. Burch

EJB:rb

FUND FOR ADULT EDUCATION

ESTABLISHED BY THE FORD FOUNDATION  
1444 Wentworth Avenue

PASADENA 1, CALIFORNIA June 22, 1954

Dr. Harry J. Skornia  
Executive Director  
National Association of  
Educational Broadcasters  
University of Illinois  
14 Gregory Hall  
Urbana, Illinois

Dear Dr. Skornia:

Thank you for letting us know that the 1954 monitoring study has now been printed. We shall appreciate it if you will send individual copies of this study to the names and addresses on the lists we are enclosing. It seems better for the distribution to be handled this way than for you to send the publication in bulk to us here. We shall be glad to reimburse you for the postage and any other expense which you may incur in sending them out for us.

The copies to our Board members, to Messrs. Gaither, Berelson, McDaniel, and Burich, and to our grantees should be accompanied by the little slips, bearing Mr. Fletcher's name, which we are enclosing. The "special request" list and the youth organizations will receive a letter from Pasadena stating that the monitoring studies are being sent under separate cover.

The following list of magazines and newspapers represents those to which the previous New York study was sent from our New York office:

Ladies Home Journal  
Woman's Home Companion  
The New York Times  
The New York Herald Tribune  
The New York Daily News  
The World-Telegram and Sun

It seems to us that the monitoring study would more appropriately be sent to these people directly by the National Association of Educational Broadcasters instead of by the Fund. Will you please therefore take care of this list in your own mailing.

You will note that we have included a list of our grantee organizations which we believe would be interested in the study. If the NAEB, however, would prefer to send the publication to these

Dr. Harry J. Skornia

- 2 -

June 22, 1954

organizations under its own name, the Fund would certainly have no objection. If you decide you would prefer to do this, then, of course, you will just omit attaching Mr. Fletcher's slips to this particular mailing.

We assume you will be including in your own mailing list all educational television stations now on the air and possibly some of these planning to be in operation in the near future.

In addition to the individual mailings, we shall appreciate it if you will send 6 copies, each, to our New York office at 595 Madison Avenue, and to our Chicago office at 141 West Jackson Boulevard, if you have not already done so. We have received in Pasadena a total of 10 copies, for which we thank you.

We have included each list in duplicate, and it will be helpful to us if you will return the extra copy of each list, indicating thereon what distribution has been made, i.e., whether you have sent the study in the name of the Fund or the NAEB, or whether the organizations appear on one of your other mailing lists, etc.

If there are any questions, please let us know.

Your cooperation in this matter is very much appreciated.

Sincerely yours,

MCH:jm

Martha C. Howard *Jm*

cc: Mr. Graydon Ausmus ✓



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Poughkeepsie, New York

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Chicago 38, Illinois

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Chicago 45, Illinois

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New York 21, New York

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743 North Wabash Avenue  
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Director, The American Community Project  
Associate Dean, School of Education  
New York University  
Washington Square 3, New York

Mr. David H. Clift  
Executive Secretary, American Library Association  
50 East Huron Street  
Chicago 11, Illinois

Mr. John B. Schwertman  
Director, Center for the Study of Liberal  
Education for Adults  
940 East 58th Street  
Chicago 37, Illinois

Mr. Harry K. Newburn  
President, Educational Television and  
Radio Center  
1610 Washtenaw  
Ann Arbor, Michigan

Mr. Paul A. Wagner  
President, Film Council of America  
600 Davis Street  
Evanston, Illinois

Dr. John W. Nason  
President, The Foreign Policy Association  
345 East 46th Street  
New York 17, New York

Mr. Richard B. Hull  
Director, Station WOI-TV  
Iowa State College  
Ames, Iowa

Mr. Ralph Steetle  
Executive Director  
Joint Committee on Educational Television  
1785 Massachusetts Avenue, N.W.  
Washington 6, D.C.

Mr. Parker Wheatley  
Director, Lowell Institute Cooperative  
Broadcasting Council  
Symphony Hall  
Boston, Massachusetts

Mr. Ralph Lowell  
100 Franklin Street  
Boston, Massachusetts

Mrs. Savilla M. Simons  
General Secretary, National Board  
Young Women's Christian Association  
of the U.S.A.  
600 Lexington Avenue  
New York 22, New York

Mr. Robert R. Mullen  
Executive Director  
National Citizens Committee for  
Educational Television  
602 Ring Building  
1200 18th Street, N.W.  
Washington 6, D.C.

Mr. Eugene E. Barnett  
General Secretary, National Council of  
the Young Men's Christian  
Associations of the U.S.A.  
291 Broadway  
New York 7, New York

Mr. Norman C. Mindrum  
Executive Director, National 4-H  
Club Foundation  
c/o Extension Service  
U. S. Department of Agriculture  
Washington 25, D.C.

Miss Bernice Bridges  
Director, Education-Recreation Division  
National Social Welfare Assembly  
134 East 56th Street  
New York 22, New York

Mr. Wallace Hamilton  
Chairman, Pacifica Foundation  
2207 Shattuck Avenue  
Berkeley 4, California

6/22/54

FUND FOR ADULT EDUCATION

NY monitoring study to be sent to:

Mr. H. Rowan Gaither, Jr.  
President  
The Ford Foundation  
655 Madison Avenue  
New York 21, New York

Mr. Bernard Berelson  
Director  
Behavioral Sciences Division  
The Ford Foundation  
655 Madison Avenue  
New York 21, New York

Mr. Joseph M. McDaniel, Jr.  
Secretary  
The Ford Foundation  
655 Madison Avenue  
New York 21, New York

Mr. Alvin C. Eurich  
Vice President  
The Fund for the Advancement of Education  
575 Madison Avenue  
New York 22, New York

FUND FOR ADULT EDUCATION

Special requests for monitoring studies (to receive NY monitoring study)

Mr. George H. Boyes  
Business Secretary  
Canadian Association for Adult Education  
143 Bloor Street, West  
Toronto 5, Ontario  
CANADA

Mr. Joseph D. Crumlish  
Public Relations Research and Information Services  
Ford Motor Company  
3000 Schaefer Road  
Dearborn, Michigan

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Henry W. Grady School of Journalism  
The University of Georgia  
Athens, Georgia

Miss Elizabeth J. McCloy  
Librarian  
Occidental College Library  
Los Angeles 41, California

Mr. Lester A. Schlup  
Chief, Division of Extension Information  
United States Department of Agriculture  
Washington 25, D.C.



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Mr. C. M. Ferguson  
Director of Extension Service  
U. S. Department of Agriculture  
Washington 25, D.C.

Mr. Arthur Schuck  
Chief Scout Executive  
Boy Scouts of America  
2 Park Avenue  
New York 16, New York

Miss Dorothy C. Stratton  
National Executive Director  
Girl Scouts of the U.S.A.  
National Headquarters  
155 East 44th Street  
New York 17, New York

Miss Frances Hamilton  
Executive Secretary  
International Association for Childhood Education  
1200 15th Street, N.W.  
Washington 5, D.C.

Mrs. deLeslie Allen  
President  
Junior Leagues of America  
The Waldorf Astoria  
New York 22, New York

New York, 1957  
[illegible]

Dear Mr. [illegible]:  
[illegible]  
[illegible]  
[illegible]

Dear Mr. [illegible]:

As I have [illegible] in [illegible] to [illegible] [illegible]  
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible]  
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible]  
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

[illegible]  
[illegible]  
[illegible]  
[illegible]  
[illegible]  
[illegible]

If the [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]  
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[illegible] [illegible] [illegible] [illegible] [illegible] [illegible]  
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

If you [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]  
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible]  
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

Sincerely,  
[illegible]  
[illegible]  
[illegible]

[illegible]

Very truly,  
[illegible]

[illegible] [illegible] [illegible] [illegible] [illegible] [illegible]  
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

THE FUND FOR ADULT EDUCATION

1444 WENTWORTH AVENUE  
PASADENA 5, CALIFORNIA

OFFICE OF THE SECRETARY

June 22, 1954

Dr. Harry J. Skornia  
Executive Director  
National Association of  
Educational Broadcasters  
University of Illinois  
14 Gregory Hall  
Urbana, Illinois

RECEIVED  
NAEB HEADQUARTERS

JUN 24 1954

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FUND FOR ADULT EDUCATION

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- 2 -

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If there are any questions, please let us know.

Your cooperation in this matter is very much appreciated.

Sincerely yours,

*Martha C. Howard*  
(m)

Martha C. Howard

MCH:jm

cc: Mr. Graydon Ausmus



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Mr. C. M. Ferguson

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Mrs. deLeslie Allen

FUND FOR ADULT EDUCATION

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Mr. Joseph D. Crumlish

Mr. John E. Drewry

Miss Elizabeth J. McGloy

Mr. Lester A. Schlup

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(to receive NY monitoring study)

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President  
Vassar College  
Poughkeepsie, New York

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Chairman of the Board  
General Mills, Inc.  
400 Second Avenue South  
Minneapolis 1, Minnesota

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Director  
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Notre Dame, Indiana

Mr. John L. Collyer ✓  
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General Foods Corporation  
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P. O. Box 94  
Solebury  
Bucks County, Pennsylvania

Mr. Paul H. Helms ✓  
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Helms Bakeries  
8800 Venice Boulevard  
Los Angeles 34, California

Mr. Allan B. Kline ✓  
President  
American Farm Bureau Federation  
221 North LaSalle Street  
Chicago 1, Illinois

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President  
United Air Lines  
5959 South Cicero Avenue  
Chicago 38, Illinois

Mr. Charles H. Percy ✓  
President  
Bell and Howell Company  
7100 McCormick Road  
Chicago 45, Illinois

Miss Anna Lord Strauss ✓  
27 East 69th Street  
New York 21, New York

6/25/54 - FAE

6/22/54

FUND FOR ADULT EDUCATION

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Director  
Behavioral Sciences Division  
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655 Madison Avenue  
New York 21, New York

Mr. Joseph M. McDaniel, Jr. ✓  
Secretary  
The Ford Foundation  
655 Madison Avenue  
New York 21, New York

Mr. Alvin C. Eurich ✓  
Vice President  
The Fund for the Advancement of Education  
575 Madison Avenue  
New York 22, New York

6/25/54 - FAE

6/22/54

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743 North Wabash Avenue  
Chicago 11, Illinois

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Director, The American Community Project  
Associate Dean, School of Education  
New York University  
Washington Square 3, New York

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Executive Secretary, American Library Association  
50 East Huron Street  
Chicago 11, Illinois

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Director, Center for the Study of Liberal  
Education for Adults  
940 East 58th Street  
Chicago 37, Illinois

NAEB  
direct  
Mr. Harry K. Newburn  
President, Educational Television and  
Radio Center  
1610 Washtenaw  
Ann Arbor, Michigan

NAEB  
—  
Mr. Paul A. Wagner  
President, Film Council of America  
600 Davis Street  
Evanston, Illinois

Dr. John W. Nason  
President, The Foreign Policy Association  
345 East 46th Street  
New York 17, New York

already  
got  
Mr. Richard B. Hull  
Director, Station WOI-TV  
Iowa State College  
Ames, Iowa

NAEB  
Mr. Ralph Steetle  
Executive Director  
Joint Committee on Educational Television  
1785 Massachusetts Avenue, N.W.  
Washington 6, D.C.

Mr. Parker Wheatley  
Director, Lowell Institute Cooperative  
Broadcasting Council  
Symphony Hall  
Boston, Massachusetts

NAEB  
Mr. Ralph Lowell  
100 Franklin Street  
Boston, Massachusetts

Mrs. Savilla M. Simons  
General Secretary, National Board  
Young Women's Christian Association  
of the U.S.A.  
600 Lexington Avenue  
New York 22, New York

NAEB  
Mr. Robert R. Mullen  
Executive Director  
National Citizens Committee for  
Educational Television  
602 Ring Building  
1200 18th Street, N.W.  
Washington 6, D.C.

Mr. Eugene E. Barnett  
General Secretary, National Council of  
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Associations of the U.S.A.  
291 Broadway  
New York 7, New York

Mr. Norman C. Mindrum  
Executive Director, National 4-H  
Club Foundation  
c/o Extension Service  
U. S. Department of Agriculture  
Washington 25, D.C.

Miss Bernice Bridges  
Director, Education-Recreation Division  
National Social Welfare Assembly  
134 East 56th Street  
New York 22, New York

NAEB  
Mr. Wallace Hamilton  
Chairman, Pacifica Foundation  
2207 Shattuck Avenue  
Berkeley 4, California

Sent all with Mr. Fletcher's slip  
6/25/54 - (FAE) (except those  
marked)

6/22/54



1954 Montoury Studies



# BOY SCOUTS OF AMERICA



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INCORPORATED  
 FEBRUARY 8, 1910

CHARTERED BY CONGRESS  
 JUNE 15, 1916

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 LUTHER L. RICHARDSON  
 VICTOR F. RIDGER  
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 THOMAS J. WATSON, JR.  
 FRANK L. WELLS  
 FRANK W. WOZENCRAFT

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 ARTHUR A. SCHUCK, CHIEF SCOUT EXECUTIVE  
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TELEPHONE LEXINGTON 2-3200  
 CABLE ADDRESS "BOYSCAMER NEW YORK"

2 PARK AVENUE  
 NEW YORK 16, N. Y.

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 OWEN J. ROBERTS  
 R. DOUGLAS STUART

July 2, 1954

Mr. Harry J. Skornia  
 NAEB  
 14 Gregory Hall  
 Urbana, Illinois

Dear Mr. Skornia:

Thank you for sending me the booklet - "Four Years of New York Television." I am sharing this with some of the members of our staff here and especially our Public Relations people.

Sincerely yours  
 BOY SCOUTS OF AMERICA

*A. A. Schuck*  
 Arthur A. Schuck  
 Chief Scout Executive

AAS/M

RECEIVED  
 NAEB HEADQUARTERS

JUL 8 1954  
 AM 7:9/9/10/11/12/1:2/3/4/5/6 PM



1954 Monitoring Study  
1954  
(file)

**PURDUE UNIVERSITY**  
DIVISION OF EDUCATIONAL REFERENCE  
LAFAYETTE, INDIANA

July 6, 1954

**RECEIVED**  
NAEB HEADQUARTERS

JUL 7 1954

AM PM  
7 8 9 10 11 12 1 2 3 4 5 6

Dr. Harry J. Skornia  
Executive Director, NAEB  
119 Gregory Hall  
Urbana, Illinois

Dear Harry:

Enclosed is the financial statement in triplicate you requested for the New York TV monitoring project.

I was a bit puzzled by your request for an itemization. I shall be glad to provide this a little later when I am less pressed with other matters that at the moment, on the assumption that you would like this for your possible future guidance on similar projects. It is my understanding that we did this on a contract fee basis. You would not have paid more if we had overshot the cost estimate, nor less if we had undershot it.

My delay in responding to your letter of June 22 was occasioned by my having to read proof on a book revision now completed thanks to much labor and whatever gods there be'.

The check for \$1,450 that you said Frank Schooley was sending hasn't yet arrived.

Cordially yours,

*H. H. Remmers*

H. H. Remmers  
Director

HHR:jk  
Enclosures

PURDUE OPINION PANEL  
Purdue University  
West Lafayette, Indiana  
July 6, 1954

National Association of Educational Broadcasters

Account re New York TV Monitoring Project


Total contract price \$10,450

Rec'd December 4, 1953 1,000

" January 19, 1954 8,000

" July 8, 1954 1,450

Total 10,450

  
H. H. Remmers  
Director



1954 Mon Study  
file

UNITED STATES DEPARTMENT OF AGRICULTURE  
EXTENSION SERVICE  
WASHINGTON 25, D. C.

RECEIVED  
NAEB HEADQUARTERS

JUL 8 1954

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

July 6, 1954 1

Harry J. Skornia  
Executive Director  
National Association of  
Educational Broadcasters  
14 Gregory Hall  
Urbana, Illinois

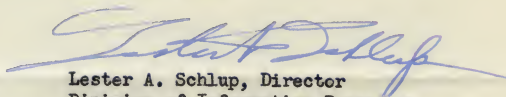
Dear Mr. Skornia:

Many thanks for sending us a copy of "Four Years of  
New York TeleVision."

We are tremendously interested in the educational  
phases of television, and appreciate the booklet  
very much.

With best wishes, I am

Yours very truly,

  
Lester A. Schlup, Director  
Division of Information Programs

ROBERT F. WAGNER,  
Mayor

WNYC



WNYC-FM

1954 Mon  
Studies

SEYMOUR N. SIEGEL  
Director

THE CITY OF NEW YORK  
MUNICIPAL BROADCASTING SYSTEM

MUNICIPAL BUILDING  
NEW YORK 7, N. Y.  
WHitehall 3-3600

RECEIVED  
NAEB HEADQUARTERS

JUL 9 1954

July 7, 1954

Mr. Harry J. Skornia  
Executive Director  
N A E B  
University of Illinois  
Urbana, Illinois

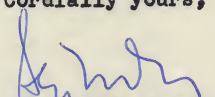
Dear Harry:

With reference to your letter of June 28th addressed to Miss Howard, our lists do not include the Ladies Home Journal or the Woman's Home Companion. All the other publications are included.

I will be sending special releases to both of the publications previously not covered.

With all best wishes, believe me

Cordially yours,

  
Seymour N. Siegel  
Director

SNS/ob

TV Monitoring  
Study  
1954

OCCIDENTAL COLLEGE  
IN THE CITY OF LOS ANGELES  
LOS ANGELES 41, CALIFORNIA

OFFICE OF THE LIBRARIAN

July 12, 1954

Harry J. Skornia,  
Executive Director,  
National Association of  
Educational Broadcasters,  
14 Gregory Hall,  
Urbana, Illinois.

RECEIVED  
NAEB HEADQUARTERS

AM

PM

JUL 13 1954  
7 8 9 10 11 12 1 2 3 4 5 6

Dear Mr. Skornia:

We have received from Miss Martha C. Howard of the Fund for Adult Education your gift of Four Years of New York Tele Vision, 1951-1954.

We are grateful to you for remembering us, and shall be glad to add this item to our collection. Thank you very much.

Sincerely yours,

Elizabeth J. McCloy  
Elizabeth J. McCloy  
Librarian

M:s

1954 TV  
Mon. Andy

file

July 12, 1954

Dr. H. H. Remmers  
Purdue Opinion Poll  
Purdue University  
Lafayette, Indiana

Dear Pop:

Thanks for report. Have checked again with Schooley on  
check and hope you now have.

Have you seen the story in Radio Daily for July 2?

Regards,

Harry J. Skornia  
Executive Director

HJS:mr



ROBERT F. WAGNER,  
Mayor

WNYC



WNYC-FM

1954 TV  
new York  
Monitoring Study

THE CITY OF NEW YORK  
MUNICIPAL BROADCASTING SYSTEM

MUNICIPAL BUILDING  
NEW YORK 7, N. Y.  
Whitehall 3-3600

SEYMOUR N. SIEGEL  
Director

July 9, 1954

RECEIVED  
NAEB HEADQUARTERS

JUL 12 1954

AM  
7 8 9 10 11 12 1 2 3 4 5 6  
PM

Mr. Harry Skornia  
Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harry:

I am sending you herewith the July 2 issue of Radio Daily  
just in case you did not see the New York Television Study  
story.

With all best wishes, believe me.

As ever,

Seymour N. Siegel  
Director

sns/bc  
enc.

VOL. 67, NO. 2

NEW YORK, FRIDAY, JULY 2, 1954

TEN CENTS

# RADIO SHIPMENTS PASS MILLION MARK

## California Rep. Hits 'UHF Net Monopoly'

Washington Bureau of RADIO-TV DAILY  
Washington — California's representative Harry R. Sheppard told the House Wednesday that he is convinced that "if we are to have a fully competitive radio and television service for our people these (radio and TV) network chain monopolies must be regulated by the FCC in the same manner that the Commission now regulates the thousands of radio and television stations in this country."

Sheppard also said he favors changing the Communications Act (Continued on Page 3)

## National Biz Women Cite Radio-TV Shows

St. Louis—NBC was top winner in the national poll of radio and TV programs conducted by the National Federation of Business and Professional Women's Clubs, with five programs chosen by 165,000 women in 3,000 of the Federation's clubs throughout the United States, Hawaii and Alaska. Mrs. Dorothy Tichenor, of Binghamton, N. Y., radio-TV chairman, announced the 12 winners yesterday at the Federation's (Continued on Page 6)

## Chromatic Color Tube Licensed By Philips

London, England — Chromatic Television Laboratories, Inc., subsidiary of Paramount Pictures, signed a licensing arrangement here with N. V. Philips Company, for its Chromatron (Lawrence) color TV tube. The 10-year agreement (Continued on Page 3)

## AIM Cites CBS, Inc. As Best Managed Co.

The Columbia Broadcasting System, Inc., has been named the best managed company in the radio and television broadcasting industry by (Continued on Page 3)

## Canadian Radio-TV Manufacturers Assoc. Gives Projected Three Month Production

Montreal—Projected production of Canadian television sets for the three months May, June and July, is 86,564 units, the Radio-Television Manufacturers Association of Canada reports. April production was 29,631 sets, of which 25,858 were sold having a value of \$9,055,635. Sales in April, 1953 were 20,307 sets having a value of \$9,250,696. Sales of radio receivers in April were 33,669 units compared with March sales of 40,224 and April, 1953 sales of 53,834 units. Projected production of radio for the three months May, June and July is 85,962 units, compared with 109,293 units for the corresponding period of 1953.

## Nielsen Special Study Shows Use Of Radio Radio To Forefront In Flood Emergency

Nielsen Newscast, for June, released this week, shows that close to 43,000,000 homes in the U. S. use their radios in a week, according to a special study for the week of March 7-13. In addition the analysis reports that home use of radio averages 20 1/2 hours a week—or virtually one whole day out of seven.

In making the study, Nielsen also reports that radio-only homes showed higher figures with 95 per cent of them using their radios in (Continued on Page 3)

## Schlinkert Named S-M For WKRC-TV, Cinn.

Cincinnati—Appointment of Robert Schlinkert as general sales manager of WKRC-TV was announced yesterday by Radio Cincinnati, Inc. Under the new set-up, Schlinkert will also supervise national TV sales (Continued on Page 2)

## Campbell Named Mgr. Farm Bureau Ins. Co.

Columbus — George W. Campbell, Jr., former Washington, D. C. news representative for the Peoples Broadcasting Corporation, has been named manager of the radio and television bureau of the Farm Bu- (Continued on Page 3)

## Purdue Opinion Panel Notes Rise In Violence In TV Shows

Great increase in violence on TV ers. Just issued by the NAEB, the shows and certain shortcomings of study of New York commercial television public issues programs are the chief vision shows that total program criticisms of television in New York, time has reached new high of nearly unearthed in the fourth annual 663 hours for the week of January study of the metropolitan video 25-31, the period analyzed. market conducted by the Purdue Stabilization of program content Opinion Panel for the National A-S is noted in the monitoring study, sation of Educational Broadcast- (Continued on Page 5)

## RETMA Figures Exclude Car Receivers

Washington Bureau of RADIO-TV DAILY  
Washington — RETMA reported yesterday that over 1.3 million radios, excluding automobile receivers, were shipped to dealers in the first four months of this year. Cumulative shipments during the first four months of this year totaled 1,369,157 units. During April 384,390 radios were (Continued on Page 3)

## GT Granted Authority For WHBQ License

Washington Bureau of RADIO-TV DAILY  
Washington — General Teleradio was granted authority by FCC on Thursday to take over the license of WHBQ, Memphis, Tenn., and its CP for a television station, under a leasing arrangement whereby General would pay Harding College, present licensee and permit-holder, a total of \$2,879,046 rental over the next 15 years.

The agreement would permit Gen- (Continued on Page 6)

## Storer Files Application To Sell KGBS-KGBS-TV

Washington Bureau of RADIO-TV DAILY  
Washington — An application to sell San Antonio stations KGBS and KGBS-TV to the San Antonio Express Publishing Co. for approximately \$3,500,000 was filed with the FCC by Storer Broadcasting Co. Storer's application was filed con- (Continued on Page 2)

## Paley Elected Director Of Fresh Air Fund

CBS board chairman William S. Paley has been elected to the board of directors of the Herald Tribune Fresh Air Fund, it has been announced by Whitelaw Reid, presi- (Continued on Page 6)

30,000 WATTS CBS RADIO

**WWVA**  
WHEELING, WEST VA.

50,000 Watts and CBS Programming

An unbeatable combination in Western Pennsylvania, Eastern Ohio and West Virginia.


 START WITH A  
STORER STATION



# RADIO DAILY

Established Feb. 9, 1937

Vol. 67, No. 2 Friday, July 2, 1954 10 Cts.

JOHN W. ALICOATE : : Publisher

MARVIN KIRSCH : Associate Publisher

CHAS. A. ALICOATE : Exec. Vice-Pres.

FRANK BURKE : : : : Editor

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (36), N. Y., by Radio Daily Corp., John W. Alicoate, President and Publisher; Chas. A. Alicoate, Secretary-Treasurer; Marvin Kirsch, Vice-President; Frank Burke, Vice-President; Chester B. Bahn, Vice-President; Arthur Simon, Adv. Mgr.

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## WASHINGTON BUREAU

Ted Kellogg

Office: 983 National Press Building

Telephone: National 8-9187

Home Phone: LEterson 2-8957

## WEST COAST OFFICES

Paul K. Devoe, Western Division Manager

Jerry Tidwell Ethel Rosen

6425 Hollywood Blvd. Phone: Hollywood 5-8438

## CHICAGO BUREAU

Webb Kraus

Suite 505

140 N. Dearborn St.

Phone: Randolph 6-3088

ROME OFFICE: John Perdicari, Ludovisi 16.

PUERTO RICO BUREAU: Antonio Alfonso,

Edificio Ochoa, San Juan, P. R. Box 3485,

Telephone: 2-2700. FAR EAST BUREAU: Glenn

F. Irston, Box 13, Setagaya Post Office, Tokyo,

Japan.

# FINANCIAL

(July 1)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
AB-PT .....	16½	15½	16½	+ ¼
Admiral Corp. 20¾	20½	20½	—	—
Am. T. & T. ....	166½	166½	166¾	— ½
Avco Mfg. ....	5	4¾	5	+ ½
CBS A .....	58½	58½	58½	+ ¼
CBS B .....	58½	58¼	58¼	— ¾
Gen. Electric ..	46¾	45¾	46¾	+ ¾
Philco .....	34¾	34½	34¾	+ ½
RCA Common. 30¼	29¾	29¾	—	—
RCA 1st pd. ....	79	78¾	79	+ ¾
S. Warner .....	20½	20½	20½	— ½
Sylvania El. ....	37½	36¾	37¼	+ ¼
Westinghouse. 72½	71¾	72¾	—	—
Ditto pd. ....	101¾	101¾	101¾	— ¼
Zenith Radio ..	69	69	69	—

## AMERICAN STOCK EXCHANGE

Du Mont Labs. 10¾	10½	10½	.....
Hazeltine ....	45¼	44	45¼ + 7/8

## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson .....	38	40
Storer Broadcasting Co. ....	27½	27¾

## No Paper Monday

Independence Day, the Fourth of July, will be celebrated Monday, July 5. No paper will be published in commemoration of this historic American holiday.

# COMING and GOING

H. STILWELL BROWN, of Rural Radio Network, in town visiting with Avery Knodel.

LESTER LINDOW, LFDF, Flint, Mich., DICK DUNNING, KHQ, AM-TV, Spokane, and ALDO DE DOMINICIS, WHNC, New Haven, in town visiting the Katz Agency.

DON QUINN, planned into Hollywood from Honolulu for conference with Ronald Colman and producer William Fyfe on story properties for teleseries "The Halls of Ivy."

## Educational Radio Grants

The Educational Television and Radio Center and the National Association of Educational Broadcasters announces a third series of grants-in-aid for content-oriented educational radio programs, with July 31 set as the deadline for applications. Individual grants will not exceed \$7,000. All applications must be for a grant to help produce a series of educational programs, which should be in the areas of world affairs, economics, or the humanities, in general with other fields also to be considered. All programs produced with the aid of the grants must be suitable for use by the NABE Tape Network. Applications should be directed to NABE, 14 Gregory Hall, Urbana, Ill. The grants-in-aid are designed to help educational broadcasters help themselves.

## ABC TV Adds Two

WMTW, Mt. Washington, N. H., and WLW-D, Dayton, O., will become ABC TV affiliates, effective Sept. 1, it was announced by Alfred R. Beckman, national director of the web's station relations department.

## WJAS Star Is Judge

Pittsburgh—For the second year in a row, Blanche Anderson of WJAS's "Congress Forum" was a member of the panel of judges which selected the queen of the Pennsylvania State Laurel Festival in Wellsboro, Pa., recently. Bill Lynch, also of WJAS, has just celebrated one year of announcing for the station.

## IF YOU ARE EARNING

\$30,000 OR MORE A YEAR

YOU WILL FIND IT INTERESTING TO HAVE A TALK

WITH US ABOUT OUR METHOD OF PLANNING

YOUR INCOME SO THAT

YOUR PERSONAL GOALS

ARE REACHED.

O'CONNOR & GORDON, Inc.

INCOME PLANNING

4 WEST 58th STREET, N. Y. C.

TELEPHONE: PLAZA 3-6346

FRED L. BERNSTEIN, general manager, radio station WTTM, left yesterday with his wife and two children, for several weeks' vacation at the Isle of Palms, South Carolina.

GUY V. THAYER, vice-president of Roland Reed Productions, planned out for New York, Tuesday, taking with him the pilot film of "Alarm," which he will show to prospective sponsors. He'll stay at the Hampshire House.

## Storer Files Application To Sell KGBS-KGBS-TV

(Continued from Page 1)

tingent on a grant by FCC of its application, filed in February, to buy all the stock of Empire Coil Co., Inc., owner of VHF station WKEL, Cleveland, and UHF station KPTV at Portland, Ore.

Sale of the San Antonio station would be necessary under the FCC limit on multiple ownership, since Storer already has stations in Atlanta, Detroit, Toledo and Birmingham.

## Schlinkert Named S-M For WKRC-TV, Cinn.

(Continued from Page 1)

as well as local sales. Before joining the station in 1951, Schlinkert had been sales manager at WWJ-TV, Detroit, for three years. Prior to that he was district public relations representative for American Airlines in the Motor City.

## 'Grand Opry' Renewed By R. J. Reynolds Co.

"Grand Ole Opry," country music weekly presented on the NBC radio network (Saturdays, 9:30-10 p.m., EDT from WSM, Nashville, has been renewed by the R. J. Reynolds Tobacco Company it was announced yesterday by Fred Horton, director of sales for the NBC radio network. The contract for renewal on 93 NBC stations for a full 52-week, starting July 3, was signed through the William Esty Company.

## COMING EVENTS

July 1-2—NC and SC Broadcasters Associations Joint Meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

July 1—Aug. 21—Radio-TV Institute, University of Boston.

July 8-9—Virginia Association of Broadcasters, Natural Bridge Hotel, Natural Bridge, Va.

July 21-31—Radio-TV Workshop, American Baptist Assembly, Green Lake, Wisconsin.

August 1-4—National Audio-Visual convention and trade show, Conrad Hilton Hotel, Chicago.

August 2-21—Summer TV Workshop, Michigan State College, East Lansing, Michigan.

Aug. 25-27—Western Electronic Show and Convention, Ambassador Hotel, Los Angeles.

Aug. 28-29—Montana Radio Stations, Inc., Flathead Lake.

Sept. 13-14—British Columbia Association of Radio and TV Broadcasters, Harrison Hot Springs, B. C.

# Radio To Forefront In Flood Emergency

(Continued from Page 1)

to flood victims yesterday in conjunction with the Mexican and American Red Cross.

Through cooperation of all sponsors, national and local, the station has turned over all available time to a round-the-clock appeal for aid for the victims, and has launched a continuing caravan of trucks and air-expressed food, clothing, medicine and other supplies donated by clients and public to the stricken areas of Laredo and other neighboring towns. English stations of San Antonio are also airing appeals for money, clothing and supplies for victims for the KCOR caravan. Tommy Reynolds, of KGBS-TV, is working in conjunction with Cortez to stage a special benefit here for flood relief. Also cooperating with air appeals and bulletins is XEDF, Nuevo Laredo, in the heart of the disaster area.

By mid-afternoon, the KCOR stockpile of supplies had overflowed the studios, with the station caravan loaded for its trip South 150 miles to the flood area. Among the national KCOR sponsors first to respond with emergency aid were the Borden Company, Sterling Drug and Bristol-Myers with greatly-needed drugs and medicines for the terror-stricken inhabitants.

WITH 380,670 SETS

# KALAMAZOO

IS A  
*Bigger*

# TELEVISION

# MARKET

Than Many  
of the MAJORS!

WKZO-TV (Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids) reaches 28 rich counties in Michigan and Northern Indiana — in which Videodex reports that WKZO-TV gets 165.1% more afternoon viewers than Station "B"! Get all the facts!

# WKZO-TV

FETZER BROADCASTING CO.  
KALAMAZOO

AVERY-KNOOL, INC., REPRESENTATIVES

## Radio Shipments Pass Million Mark

(Continued from Page 1)

shipped to dealers compared with 418,997 sets which were shipped in March.

No comparable figures are available for 1953 or prior years when RETMA compiled information on radio set shipments to dealers on a quarterly basis.

The following table shows radio set shipments to dealers by states for the first four months of 1954:

State	Total
Alabama	15,081
Arizona	7,199
Arkansas	11,341
California	100,577
Colorado	8,914
Connecticut	23,329
Delaware	2,943
District of Columbia	15,268
Florida	33,124
Georgia	21,536
Idaho	2,830
Illinois	97,804
Indiana	29,464
Iowa	16,284
Kansas	10,890
Kentucky	16,020
Louisiana	17,860
Maine	5,086
Maryland	24,292
Massachusetts	46,988
Michigan	61,698
Minnesota	21,006
Mississippi	10,769
Missouri	28,643
Montana	4,500
Nebraska	8,722
Nevada	1,280
New Hampshire	1,280
New Jersey	71,943
New Mexico	3,761
New York	249,626
North Carolina	23,224
North Dakota	4,077
Ohio	80,483
Oklahoma	11,790
Oregon	7,676
Pennsylvania	93,816
Rhode Island	7,132
South Carolina	10,104
South Dakota	5,480
Tennessee	20,576
Texas	54,608
Utah	4,558
Vermont	2,300
Virginia	20,973
Washington	19,459
West Virginia	4,378
Wisconsin	26,610
Wyoming	2,013
GRAND TOTAL	1,369,157

## Campbell Named Mgr. Farm Bureau Ins. Co.

(Continued from Page 1)

reau Insurance Companies, David Marshall, public relations planning director, announced yesterday.

Campbell will produce institutional radio and television programs for the companies.

## Forjoe Named Rep.

Appointment of Forjoe & Co., Inc., as national representative for two radio stations and one TV station was announced recently. The stations are CJMS, French language station in the Montreal, Canada, Trade Area, WAAB, Worcester, Mass., and WNOW-TV, York, Pa.

## Quincy Howe Series

New York—Beginning Sunday, July 4, Quincy Howe, news commentator, author and teacher, will be heard each Sunday evening, 6:45 to 7 p.m. EDT, over the ABC Radio Network, including WABC, in a series of Quincy Howe News Commentaries.

## PICTURE OF THE WEEK



Radio Pioneers are shown here furthering international relations, at the recent annual meeting of the New York Chapter. At the left is outgoing president Paul Barnes, and at right is new president Frank Silvernail, dean of the time-buyers, chatting with Benjamin Cohen, assistant Secretary-General of the United Nations Department of Public Information.

## AIM Cites CBS, Inc. As Best Management Co.

(Continued from Page 1)

the American Institute of Management in its first announcement of the management leaders in their respective industries.

The thirty-four companies heading their respective industries have rated the highest number of points achieved by any company in their industry, achieving at least 7,500 points out of the possible 10,000 under the Institute's method of evaluation for ten categories of management function.

Announcement of the industry leaders came in the latest issue of the American Institute of Management report series "The Corporate Director," entitled "The Investment Value of Management Excellence."

## Nielsen Special Study Shows Use Of Radio

(Continued from Page 1)

the period of an average of 30 1/4 hours per home, per week. Among radio-TV homes, 90 per cent used radio, at 14 1/4 hours each.

The study also shows that TV program audiences are averaging about 1 1/4 million more homes than in 1953 and that morning TV usage tends to reflect increased programming this season. During April, percent of TV homes using the medium during the average hour from 7:00 a.m. to noon was 9.1 as against 8.7 in the same period a year ago.

## Chromatic Color Tube Licensed By Philips

(Continued from Page 1)

calls for a straight royalty arrangement on tubes manufactured by Philips or through its sub-licensees. The Philips organization, including Mullard, Inc., its affiliated tube-manufacturing British company, have undertaken to manufacture the Lawrence tube and sub-license all Chromatic patents on a world-wide scale.

The agreement covers all markets with the exception of the United States and Canada. Philips, a well-known international electronics firm, will take over the handling of Chromatic's patents and future applications abroad. Philips, with its cathode ray tube manufacturing plants in the Netherlands, Great Britain, France and Germany, is gearing itself with this new pact to take a forefront position in color TV internationally. Richard Hodgson, Chromatic president, pointed out.

## New NBC Drama Series

A new drama series of original half-hour plays will be presented under the title, IT HAPPENED TO YOU on the NBC Radio network starting Tuesday, July 6 at 8:00 p.m.

Writer of the series is Rod Serling, well known for his contributions to many leading drama programs on NBC radio and television. Veteran director-producer Charles Lammers will be in charge of the series. The broadcasts will originate in station WLW in Cincinnati.

## California Rep. Hits 'UHF Net Monopoly'

(Continued from Page 1)

to permit sponsors to authorize re-broadcast of their own programs rather than the originating stations over which they are broadcast.

The Californian has introduced resolutions (HR 9700 and HR 9701) providing for these Communications Act amendments.

Referring to the Senate UHF hearings, Sheppard said in an address inserted in the Congressional Record, "one of the basic facts brought out in the testimony . . . given by the TV broadcasters who have been put out of business was that the network monopolies made it impossible for them to obtain the expensive, high-quality programs of the major television advertisers and sponsors. These UHF . . . broadcasters almost unanimously testified to the fact that the networks are monopolies and there is a definite need for their control . . ."

On the resolution on rebroadcasting, he said: "I am of the opinion that any person who sends large sums of money to sponsor a radio or TV program should have the full use of his program, and that the FCC, no other person, radio or TV station should be allowed to withhold the rebroadcasting of that sponsor's program if the sponsor so desires to rebroadcast it to the American people."

The resolution provides, however, that "in the absence of a sponsor," the originating station shall have control over the rebroadcast of programs.

## New Carson Show

Jack Carson, veteran radio and motion picture comedian, will star in a new program beginning Tuesday, July 6, when CBS Radio presents the "Jack Carson Show," Tuesday through Friday at 9:30 p.m.

Backing the unpredictable Carson will be the talented young vocalists Doris Drew and Tony Romano, and an orchestra directed by pianist-composer Walter Gross, who wrote the hit song "Tenderly."

Miss Drew, a comparative newcomer to the West Coast, starred in her own radio programs for several years in Chicago. In Hollywood, she has been featured on a number of top radio variety programs. Miss Drew has appeared in theaters and night clubs in many parts of the country. Romano is well known to radio listeners and club-goers and has recorded several big-selling records.

The Taylor Maids, trio whose recordings are also attracting national attention, will be regular performers. Special musical arrangements will be supplied by Roy Chamberlain. Bob Stewart will announce.

## WSYR Names Christal

Syracuse, N. Y.—Appointment of Henry I. Christal as representative of WSYR Radio, NBC outlet here, effective July 1, was announced by E. R. Vadeboncoeur, president and general manager of the station.



# ★ ★ ★ PLUG TUNES ★ ★ ★ AND ★ ★ ★ PLUG TUNES ★ ★ ★

## WORDS AND MUSIC

By HAL PERSONS

**M-G-M Records**
**NEW DISC  
PERSONALITY**
**MITZI  
MASON**

**SINGS**
**WHO  
CAN  
SAY?**
**B/W**
**SO  
MUCH  
MORE**
**MGM 11760 — 78 rpm  
K 11760 — 45 rpm**
**LAERTES MUSIC**
**1650 Broadway, N. Y. C.**

★ ★ ★ **TIN PAN ALLEY GAZETTE** . . . July seems to be Jubilee Records month. A year ago the indie label hit it big with "Crying In The Chapel." Now the same group that made that one, The Orioles, has another chapel song, "In the Chapel in the Moonlight." The platter hasn't been released yet, but Jerry Blaine, has gotten orders for 62,000 by playing the acetate for the distributors over the phone. . . . Joni James will guest on "The Arthur Murray Show," Tuesday, July 6. . . . The forthcoming Walt Disney flicker, "20,000 Leagues Under the Sea" will include a song, "A Whale of a Tale," published by Disney's BMI affiliate, Wonderland Music.

★ ★ ★

★ ★ ★ The girl who sings the Hunts Tomato Sauce commercials, Peggy King, has been signed by Columbia Records. . . . Roger Coleman's Decca release to be shipped July 12, will be impregnated with "L'Amour, Toujours L'Amour" perfume. That's the name of the song Roger has cut on one of the sides. It'll be a welcome switch for record librarians who will be able to save their eyes by sniffing out the platter.

★ ★ ★

★ ★ ★ **RECOMMENDED RECORDS** . . . **HE IS A MAN**, Jill Corey, (Columbia): A very interesting song which forgives us men for all our despicable characteristics. Makes lovable scamps out of us all. Well deserving of those spins. . . . **BREAK MY HEART GENTLY**, Dorothy Collins, (Audivox): A country flavored blues song, should go a long way toward further enhancing Dorothy's popularity. . . . **I NEED SOME ONE**, Tommy Mara, (M-G-M): A fresh new voice in an appealing ballad. A gals voice used as an echo helps set the record along by the effect.

★ ★ ★

★ ★ ★ **PLATTER CHATTER** . . . For the first time in the history of the swank Vogue Room of the Hotel Hollenden in Cleveland, a performer was given a standing ovation following her opening there. The singer, petite Dorothy Collins, who kicked off her Summer tour at the spot. . . . Bell Records is sending special 10 in. 78's to deejays even though their records are pressed and sold on 7 in. 78's. . . . Paul Siegel publisher and composer, is in Philadelphia plugging his Epic etching of "Madalena" and his own long hair piano concerto, "Between Two Worlds." . . . RCA Victor has released an album that features relaxation and romance, a perfect combination. It's called "Relax with Victor Herbert" and features some of his smallestiez melodies. . . . Al Jarvis, KFWB, Hollywood, disc jockey, has been receiving a considerable number of requests for his parody-platter on Stan Freberg's "Point of Order."

★ ★ ★

★ ★ ★ "I'll Cry Tomorrow," the autobiography of Lillian Roth, is now the number three best-seller in the country. It looks like she may have as much good luck with the song bearing the same title. She recorded it for Bob Theil on Coral. . . . Jack Gale formerly a platter spinner at WSRB, is now at WTMA, Charleston, as program director and disc jockey. . . . The Broadway Palladium features a show "Magic of the Mambo," every Wednesday night, which stars the country's outstanding mambo teams. . . . Georgia Gibbs, has been awarded the June "Brascar" for exquisite form on records. She got it for her Mercury waxing of "Wait For Me Darlin'."

★ ★ ★

★ ★ ★ Sammy Kaye, had his biggest week in his current run at New York's Astor Roof this week. His record of "Through" and "Friends and Neighbors" for Columbia, is doing nicely too.

**ANOTHER BMI  
"PIN-UP"  
HIT**

**GOODNIGHT,  
SWEETHEART,  
GOODNIGHT**

Recorded by  
McGUIRE SISTERS . . . Coral  
SUNNY GALE . . . Victor  
GLORIA MANN . . . Jubilee  
ELLA MAE MORSE . . . Capitol  
JOHNNIE & JACK . . . Victor  
SPANIELS . . . Vee-Jay

Published by  
REGENT MUSIC CORP.

**A Summer Smash!**
**Les Paul and Mary Ford**
**"I'M A FOOL  
TO CARE"**

on  
CAPITOL RECORDS

PEER INTERNATIONAL CORP.  
1619 Broadway N. Y. C.

**A Solid Ballad Hit!**

From M-G-M's "FLAME AND THE FLESH"

**NO ONE  
BUT YOU**
**LEO FEIST, INC.**
**"JOEY"**

Betty Madigan . . . M-G-M  
Jeri Southern . . . Decca  
Margaret Whiting . . . Capitol  
Arthur Norman Choir . . . Bell

LOWELL MUSIC CORPORATION  
1619 Broadway, N. Y. C.

## WOV Sets 'Musical Money' Program

Inaugurating a nightly program-innovation, WOV launched special "Musical Money Numbers" in conjunction with its five Gumball programs. Every evening at least five listeners who have sent in request musical favors will also spell money, with the musical money numbers set to stop the show at surprise intervals. To participate in the novelty game, listeners need only continue to send in requests as usual, with no other requirements necessary. The continuing surprise effect will apply to the WOV disc jockey as well, with programs to be interrupted at any time, and following the bell-ringing and cash-register "music," a sealed envelope with song title, listener's name and the record's worth, will be handed to the program emcee. The "worth" of all records in the station library has already been pre-determined, with standard pay-offs to range from \$1 to \$9.99, with added surprises at times with the doubling or tripling of the pay-off.

### Albert F. White

Grand Junction, Colo.—Albert F. "Red" White, advertising salesman for KFXJ for the past four years, died by accidental drowning last week. He was a former All-American grid star at Colorado A&M.

### Another great record!

THE  
FOUR  
TUNES  
sing

"THE GREATEST FEELING  
IN THE WORLD"

b/w LONESOME

jubilee 5152

Jubilee Records

315 W. 47th St. N. Y. 19, N. Y.

## The Original Korean Love Song



AK  
RI  
RUNG

NORMA DOUGLAS  
GUYDEN RECORDS

1334 Lincoln Liberty Bldg., Phila. 7

## California Commentary

By ETHEL ROSEN

● ● ● Mark Stevens has snagged the lead in the new "Big Town" TV films to be produced by Gross-Krasne, for Lever Bros. Mark plays the role of Steve Wilson in the series which has been budgeted at \$1,500,000.

### Hollywood

Others in cast are Trude Wroe and Marjorie Lord. . . . With station business on the upswing, Frank King, general manager of KABC-TV, is off on his first vacation in three years, spending a week with his family at Balboa Isle. . . . Erwin, Wasey & Company announced the appointment of Frederick Sherman to the publication division of its copy staff. . . . Lester Lee, who composes music for the Bob Hope TV show, is conferring with E. H. Morris and Company in New York, concerning the publication of the "Meet Captain Kidd," program, including the score and libretto he wrote for the motion picture by the same title. . . . Marie Wilson, star of CBS radio and television program, "My Friend Erma," moves into a season of Summer stock when she opens in Chicago on July 20, in "The Little Hut." Her husband, Bob Fallon, will accompany her on the trip, stopping off in New York to make business arrangements on his TV adventure series, "Junior Aces."

★ ★ ★

● ● ● Rudy Schragger has been signed to continue as musical director for the Lux radio and Lux video shows when both shows move to NBC. In the meantime he is off for a four weeks' motor trip to Canada. . . . Herbert Sussan, producer-director of the Eddie Fisher TV show, has returned to New York following wind up of the program for a Summer hiatus. Sussan, brilliant young producer is the man responsible for putting some of Hollywood's stars on TV for their first appearances, when he was doing the Ken Murray show, that was when motion picture stars were fearful of what they would look like on TV.

★ ★ ★

● ● ● THIS WEEK'S PERSONALITY: MATT BARR, sales manager for ABC's Western division radio network and for its owned and operated Los Angeles station, KABC, passes his tenth year milestone with the company in August of this year, 1954. But his association with the industry dates back many more years than that. He started out as a sportscaster, doing special broadcasts for the Los Angeles Times from 1926 through 1929 while he was working his way through the University of Southern California. During this period he also worked as a sports writer for the same paper, was a copy writer in the Los Angeles offices of two San Francisco advertising agencies. He cast his lot definitely with radio in September, 1937, when he joined NBC in Hollywood in the publicity department. Later became director of publicity for KFI-KECA (latter station now KABC). When ABC purchased KECA, in August, 1944, Barr went along with the new owner as a salesman. Was made station and regional sales manager in November, 1951. Born in Liverpool, England, was brought to the United States when still a child, and became a citizen at the earliest opportunity. A member of the Los Angeles and the Hollywood Advertising Club, also a member of Sigma Delta Chi, the national journalism fraternity, to which he was pledged while attending U. S. C.



BARR

★ ★ ★

● ● ● "Wuthering Heights" will be the initial program on "Lux Radio Theater," when it returns, Tuesday, September 14, NBC. Program will be a tribute to Samuel Goldwyn with producer to make a personal appearance.

## Purdue Panel Notes Increased Violence

(Continued from Page 1)

with entertainment continuing to account for more than three-fourths of all program time, while drama constitutes the largest single class of entertainment. Comedy drama is seen to be on the increase while crime drama and domestic drama appear to be decreasing. General information programs suffered a relative decrease in 1954, while news programs of all kinds seem to be at a stable level. Religious programming evidenced a slight gain. It was also found that increases in program time from network stations, coupled with decreases in total time from independent stations, caused the proportion of live programming as compared with recorded material, to increase in 1954.

During the week studied, there were 7,065 acts and threats of violence monitored on the seven channels of New York commercial television, the study shows, representing more than twice the total of 3,421 acts and threats observed in 1953, and two and one-third times as much as counted in 1952. It was found that 97 per cent of all violence monitored in 1954 was in entertainment type programs, with drama programs containing the bulk of violence, with Westerns showing the second highest frequency. The study also evidences that the frequency of violence on TV is higher during the children's hours (5-7 p.m.) than in other time periods or in all time periods together, both for all types of programs and for entertainment in particular. It was found that children's comedy drama contains the bulk of both quantity and frequency of violence in the children's hours, far exceeding the amount and rate observed in other drama categories.

Pointing out the vital role of TV as a determinant of public opinion, the study emphasizes the many problems affecting the telecasting of public issues, such as objectivity of the program, selection of the experts and the danger of a personalization of issues. Though by no means an indictment of television, the study cites the potential dangers and points out how little has been done in evaluating the extent to which these problems have been met or dangers circumvented. The 1954 monitoring indicated that many public issues programs presented but one view of the topic under discussion and that few are free from proselytizing for one or another view, and stated that it was impossible to judge, however, whether or not TV programs are prone to avoid controversial issues.

Made possible by a grant from the Fund for Adult Education, the study was directed by H. H. Remmers with Robert E. Mainer.

### Combs For Davis

Effective Sunday, July 4, news analyst George Hamilton Combs will begin a weekly summer series of Sunday evening news commentaries, substituting for Elmer Davis, over the ABC Radio Network from 10:15 to 10:30 p.m., EDT.



## GT Granted Authority For WHBQ License

(Continued from Page 1)

eral to re-lease after the 15-year period at an annual rental of \$12,000 or purchase for "fair market value or \$50,000, whichever is greater." At the same time, the Commission authorized to assign its AM license for KGB, San Diego, to Marion R. Harris, under a leasing arrangement at \$27,500 a year until Dec. 31, 1960, with option to purchase during 1959 at "fair market value." The KGB deal was necessitated under the Commission's multiple-ownership rules and by the condition in the WHBQ authorization that it would not be consummated until the KGB license was disposed of.

## Paley Elected Director Of Fresh Air Fund

(Continued from Page 1)

dent of the Fund which annually sends thousands of underprivileged New York children to camp and summer vacations in the country. "I can think of no greater contribution to the health of the community than the activities of the Herald Tribune Fresh Air Fund," Paley said on his election. "During its 77-year history, the Fund has made vacations possible for 800,000 children—an accomplishment which I believe is unique in the annals of community welfare, and which should be a continuing source of pride and satisfaction for every self-respecting citizen of our city."

## Send Birthday Greetings To—

July 5

Milton Biow Laurence Hammond  
Don Dunphy Howard Cann  
Thomas M. Neely

July 6

LaVerne Andrews Red Evans  
Don Mersereau Idella Grindley  
Les L. Persky Clark Overton  
Estelle M. Sternberger

July 6

Arlene Harris Verne Smith  
David Ross Everett West  
Hal Schenker

July 8

John Brewster Lou Fulton  
Sydel Forbes Ann Thomas  
Bill Thompson Steve White

July 9

Martha Boswell H. V. Kallenberg  
Bartha Field Ted Steele

July 10

Arthur M. Holland Helen Pickens  
Randall Jessie Lee Wood  
Joan Marsh Don Herbert

July 11

T. A. Anderson, Jr. Jack O'Brian  
David Montgomery Harry Van Zell



By TED GREEN

• • • Our hats off to the major league camera crew of channel 9, who bring televiewers major league photo action from Ebbsfield. . . . William W. Lewis, appointed director of radio and TV for Geyer Advertising in New York. . . . Roger Billings named department store advertising manager of the New York Herald Tribune. . . . Joseph Sollish has joined the copy staff of Donohue & Co. . . . Jacques Sammes has joined the sales promotion department of CBS Radio Spot Sales. . . . Fred W. Ohse has joined the sales staff of Criterion Advertising Co.

★ ★ ★

• • • Carl Bigsby, the well-known writer and creator of "Life Can Be Beautiful," which has been a top show on radio for the past 16 years, sponsored by Procter & Gamble, has left the air. Carl, now planning to do a TV series of his radio show. Advertising exec's ought to watch this Bigsby boy very closely, we think he has a great idea.

★ ★ ★

• • • Tex and Jinx, in connection with NBC, tee-off their Summer-long search for a "Junior Jinx," on Sunday afternoon, July 4, at the Shorehaven Beach Club, in the Bronx. . . . Arthur Godfrey's brother Bob, an engineer whose hobby is songwriting, wrote his newest tune at the piano at the Rendez-Vous Inn in Amityville, L. I. . . . Gene Schrott, of CBS-TV press, takes his new bride to Europe next week and will tour France and England in a brand new Jaguar, yet! —We can just picture Gene in that Jaguar. . . . Harry Sosnik signed as musical conductor for ABC-TV's weekly "Melody Tour" variety series starting July 8. . . . NBC-TV has postponed the debut of the new Hume Cronyn-Jessica Tandy series entitled "Marriage" last night because Jessica was rushed to Doctor's Hospital for a possible minor surgery.

★ ★ ★

• • • MEET: ARTHUR STONE, merchandising director of radio station KXYZ. Stone was born in Long Island, New York, and first learned food merchandising through association with his father in the grocery business there. After coming to Texas he was executive assistant to the president of the Grocer Supply Company in Houston. In 1947 he became associated with the Venezuela Basic Economy Corporation as assistant general manager, working directly under Nelson Rockefeller. In 1950, Arthur and Mrs. Stone decided to return to the states to live. He opened a grocery brokerage business for himself, maintaining it until 1952 when he came to KXYZ as merchandising director. His work with marketeering has been so successful, and so well received by national food accounts and their agencies that in late 1953 Stone was named national sales and service manager of KXYZ. This new job is in addition to his work as merchandising director.



STONE

★ ★ ★

• • • City Center's gain (with Carousel a smash Summer holdover) is John Conte's LOSS. Poor guy has to do eight shows a week so can't enjoy his new Dune Beach House on Fire Island.—Any takers? . . . Charley Holmes starts new noon spot next week over Mutual, "Down at Holmes." . . . "20 Questions," resumes July 6 on ABC after a June holiday.

## National Biz Women Cite Radio-TV Shows

(Continued from Page 1)

12th bi-ennial convention here in Kiel Auditorium. Besides the five awards to NBC, presentations were made for three ABC radio programs, two CBS-TV programs, and one each to CBS radio and Du Mont.

The NBC honors included three for TV, one for radio and one for the simulcast "Voice of Firestone" (since moved to ABC) as the best musical program. "One Man's Family" was cited as "the greatest human interest program in radio." NBC television winners include: "Home," honored for "best advancement of the interests of women on television"; "Cameo News Caravan," for "best news coverage"; and "This Is Your Life," as "the greatest human interest program on TV."

ABC award-winners included: "Adventures of Ozzie and Harriet," as the "most wholesome entertainment for an American family" on radio; "The Greatest Story Ever Told," for the "best spiritual program" on radio; and "Mary Margaret McBride," as the "best advancement of the interests of women on radio." Du Mont received an award for the Bishop Sheen "Life Is Worth Living" series as the "best spiritual program on TV. CBS radio received an award for the Edward R. Murrow newscasts as the best news coverage on radio; while CBS-TV received awards for "Mama" as the most wholesome family program on TV, and "The Fred Waring Show" as the best musical television show.

## Hazard Honored At Lunch By CBS Radio Conferees

W. Eldon Hazard, departing sales manager for CBS Radio, was honored at a luncheon at Toots Shor Wednesday by a large group of his associates at the network. Hazard leaves next week to assume his new duties as an executive with J. Walter Thompson Company, Detroit.

Frank Nesbitt, manager of sales development, was toastmaster at the luncheon at which Hazard was presented with a handsome silver tray.

Arrangements for the gala luncheon were coordinated by CBS Radio account executives W. Thomas Hamilton and Allyn J. Marsh. The "floor show" was produced, directed and acted by account executive Tom Hawley who presented Hazard with many humorous accoutrements befitting the latter's departure and new assignment.

## WHLI Signs Contract

Hempstead, L. I.—Joseph A. Lenn, vice-president in charge of sales for WHLI, has reported that the largest contract for exclusive FM time in the history of WHLI-FM has been signed by Island Radio Distributors, Inc. Island Radio, one of the largest dealers in Hi-Fi equipment on the East Coast, has purchased seven 15-minute programs a week for a full year.

## NBC Demonstrates New 'Wireless' Mike

In a special closed-circuit demonstration for the press yesterday, NBC demonstrated its new midget "wireless mike" which can be concealed on the person of TV performers, thus affording freedom of movement to performers not possible before with conventional microphones using either cables and booms.

For the purpose of the demonstration, Joan Diener of "Kismet" and Cliff Hall, with Ben Grauer assisting as "demonstrator," performed a scene from the Broadway play, with the noted NBC commentator describing the use of the new technique.

In the demonstration, the microphone was concealed in the top of Miss Diener's oriental costume. The transmitter was placed in a rear fold of the costume, and the antenna, consisting of a multi-turn loop, was worn as a belt.

### Shows Flexibility

The demonstration, designed to show the flexibility and freedom of motion made possible by the NBC technical development, was staged in Studio 3-B in Radio City.

The signal put out by the tiny transmitter is picked up by a loop of wire encircling the work area. In the case of outdoor programs, the loop can be laid on the ground, suspended from trees or draped in bushes or practically any other natural setting.

The entire assembly—microphone, transmitter with battery, and loop antenna—weighs slightly less than eight ounces. Small size of the unit is made possible by the use of finger-nail-sized transistors, which do the work of vacuum tubes. Eight RCA transistors are used in the transmitter.

The transmitter, when its design is finalized, will be little larger than a pack of king-sized cigarettes. The laboratory model used in the demonstration is somewhat larger, in order to facilitate circuit development. Eventual dimensions will be  $\frac{1}{2}$  in. x 2 in. x  $\frac{3}{4}$  in.

The range of reception of the miniature transmission has not yet been fully determined, but tests have shown no difficulty in covering an area of 5,000 square feet, NBC engineers said. They added that the system is not vulnerable to most sources of interference, but in areas where interference might be a problem, an increase in received signal can be achieved by reducing the area covered by the receiving loop, thereby improving the ratio of signal to noise.

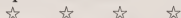
The transmitter is powered by an RCA alkaline cell battery which is expected to furnish five hours of continuous, reliable transmission. The unit develops approximately 30 milliwatts of power at about 830 kilocycles, but radiates less than 100 micro-microwatts. Because of the low power and low frequency, the transmitter does not require licensing, since it is well below the limits prescribed by the Federal Communications Commission for such devices.



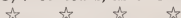
## ★ ★ ★ TELE TOPICS ★ ★ ★



● ON WEDNESDAY EVENING NBC-TV premiered a new 15-minute series, "The World of Mr. Sweeney," starring Charlie Ruggles as a home spun philosopher who runs a general store. It turned out to be an interesting property though someone nearly flubbed the dub at the very beginning by not realizing that Charlie Ruggles is a humorist, not a comedian. Some contrived gags left over from a slapstick show were thrown into the first few lines of the script but fortunately this treatment lasted only a few minutes, then Ruggles was able to proceed with the business of creating the slightly pixie "World of Mr. Sweeney," a feat accomplished lightly and gracefully, once the right tone had been established. Starting next Tuesday the show becomes a four-times-a-week feature, with each episode introducing a new situation calculated to induce quiet laughter. This program should build up an enthusiastic following quickly.



● YESTERDAY AFTERNOON, Du Mont's strongest TV personality, Bishop Fulton J. Sheen, and his popular "Life Is Worth Living," program received one of the 12 top radio and TV awards of the National Federation of Business and Professional Women's Clubs, Inc. The award was made at the organization's convention in St. Louis. . . . The Baltimore TV Circulation Committee reports 549,782 TV sets in that metropolitan area as of June 1. . . . KHQA-TV, Hannibal, Mo., reports 67,627 sets within grade B contours and 115,998 sets within MU/V contours, as of June 15.



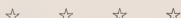
● TODAY'S TV PERSONALITY: JOSEPH H. ROHRER, president and general manager of Pike's Peak Broadcasting Company, owner and operator of KDRO and KDRO-TV, Colorado Springs, Colo.,



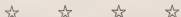
ROHRER

entered broadcasting at a tender age, becoming one of the first "hams" in that city while still a boy. After graduation from Colorado College, he took his first professional radio job with NBC in Denver in 1934. He became operations supervisor in charge of studio engineering at KOA, Denver, but resigned in 1947 to build and manage KDRO. KDRO-TV was a natural outgrowth of this successful radio operation, going on the air on channel 13 as an NBC affiliate with a telecast of the Sept. 30, 1953 World Series game. A full program schedule was put into effect immediately. Besides participating in every phase of his

firm's radio and TV operations, Joe is active in all important civic functions.



● NIELSEN RATINGS of the top ten evening programs viewed in the New York area during the four-week period ending June 12, tell the fairly familiar story of "I Love Lucy" leading the pack by several lengths and "Dragnet" coming through in its role of perennial runner-up. "Lucy," reached 56 per cent of the estimated 3,930,000 TV homes in the 21 counties within the 50 miles radius of New York City. "Dragnet" was far below the "Lucy" rating with 41.3 per cent but from there on down through the list of metropolitan choice, the gradations are very fine. "The Jackie Gleason Show" stood third with 40.5 per cent and was followed by "Arthur Godfrey's Talent Scout," 39.9 per cent; "Red Buttons," 37.8, and "This is Your Life," 35.8. "The Arthur Godfrey and His Friends" program was judged as two entities because it had different sponsors on different nights. It placed both seventh and tenth with 34.5 per cent for two performances and 33.1 per cent for the other two. Eighth and ninth on the roster were "Ford Theater," 34.3 per cent, and "I've Got a Secret," 33.3 per cent.



● WEST COAST NOTES: William Dempsey, educational director of KPIX, San Francisco, has been chosen by the U. S. National Commission for UNESCO as one of the three American TV producers to attend an international discussion and study group in London, starting July 5. . . . Jack Beck's Westwood Productions will make a pilot film for the new Peggy Lee TV series, "Meet Me at Peggy's," sometime this month.

## Ad Agency Execs. At CBS TV Color Forum

More than 200 advertising agency executives were present Wednesday in CBS TV's studio 21 to attend a forum on color programming conducted by Richard Lewine, executive producer of the web's color programs, plus other members of the network's color staff.

Hubbell Robinson, Jr., CBS TV vice-president in charge of network programs, gave a brief, opening address, in which he said the forum's purpose was to share with the agency executives the network's knowledge in all phases of color television production.

E. Carlton Winckler, production manager of color programming for CBS TV, then outlined some of the things the network had learned in its color work. He advised that color be looked upon as a new tool. . . . color television is not a new medium, and the things we learned in black and white still apply in color.

### Planning Important

He said that pre-program planning was of the utmost importance in color TV. . . . "It's the key to a good color show." Scenery, he added, should be simple, so as not to drown out the message of the story. He also pointed out that because of the impact of color, sets could be smaller, and set dressing should be simple, in soft color. Simple, even street make-up, is enough in color TV.

Lighting is vitally important in color, Winckler also stated, with low lighting best to get transparent shadows.

"We're approaching an interesting, exciting period," he told his audience. "CBS TV will not be satisfied with less than top quality color and top quality programs. All the experience we have gained in color will be placed at the disposal of our advertisers."

A question-and-answer period followed, with Lewine and Winckler aided in answering the questions by John Koushouri, engineer in charge, color television operations; Sal Bonsignore, supervisor of lighting, color programs, and Mildred Trebor, co-ordinator of costume design, color programs.

### 1st Godofsky Scholarship

WHLI, Hempstead, L. I. has awarded its first annual \$500 Elias I. Godofsky-WHLI Memorial Brotherhood Scholarship to a sixteen-year-old Farmingdale, L. I. girl. The award was presented to Carole-Marie Runge high school senior by Paul Godofsky, president and general manager of the station who established the scholarship in honor of his late brother—first president of the station.

**ARMSTRONG**  
**CORK**  
**SELLS**  
Ohio's 3rd  
Market

**ON**  
**WFMJ-TV**  
NBC YOUNGSTOWN, O.  
ASK HEADLEY-REED



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## Fr. Lord On WJR

Detroit—A priest suffering from an incurable cancer presented his philosophy on cheerful acceptance of death on WJR's "In Our Opinion" program recently. Moderator of the program was George Cushing, who interviewed Father Daniel A. Lord, who has been told he has lung cancer.

## KLZ Combines Depts.

Denver—The formation of a single department of promotion for KLZ radio and TV station was announced by KLZ president and general manager Hugh B. Terry. Named over all head of the department was Bill Day, formerly radio promotion chief. He will be assisted by Ted Hardy, until recently promotion manager for Denver TV station, KBTU.

## Paschall Elected

New Orleans—Benton Paschall, vice-president and general manager of WNOE, and a member of the Chamber of Commerce, was elected treasurer of the new Muscular Dystrophy organization in New Orleans.

## WRTV Features GIs

Eatontown, N. J.—British-born actress Dorren Layne began a series of interview programs over WRTV last week. Feature of each show will be an interview with a GI or officer from Fort Monmouth, nearby.

## WWJ, WWJ-TV Name New Sales Prom. Mgr.

Detroit, Mich.—Appointment of Glenn Kyker as sales promotion manager of WWJ and WWJ-TV was announced by Edwin K. Wheeler, general manager of the Detroit News stations.

Kyker joins WWJ from the Detroit office of Kenyon & Eckhardt. Prior to that, he was associated with the advertising department of the Detroit Edison Company and for several years was radio and television director of Simons-Michelson Company.

In his new post, Kyker will work closely with WWJ radio and television sales departments and with station, agency and advertising clients.

## Dixie Cup TV Campaign

The Dixie Cup Company, through Hicks & Grist, Inc., has launched sponsorship of the half-hour "Cowboy G-Men" series this week in 27 cities, including Chicago, Denver, Atlanta, Milwaukee and Miami and other major TV markets. All parts are on a 13-week schedule.

## 4 McNeill Replacements

Chicago—During Don McNeill's four-week vacation from the ABC simulcast program, "Breakfast Club," four leading emcees will fill in for him. Appearing for weekly stints on the show will be Walter O'Keefe, Peter Donald, Walter Kieran and Dennis James.

## Missouri Housewife Shows Entire Country How To Observe National Holiday

Novel idea of a children's birthday party for the country, in lieu of the dangerous fireworks celebrations of July 4, will be introduced on the Bob Hope NBC daily radio show, today, when Hope will salute Mrs. Arthur Jones, instigator of the unique and constructive holiday observance. Her aim is to remove the maiming results of fire-cracker celebrations, supplanting it with a children's parade and lesson in citizenship. The Missouri woman initiated her idea five years ago with a parade and party for children in Richmond Heights, suburb of St. Louis. Outstanding success of the event has resulted in repetition every year, and has been followed by numerous cities and towns from coast to coast.

## Knell Presents Awards

Charlotte, N. C.—Jack Knell, director of news for radio station WBT, served as toastmaster, and presented the annual awards of the National Headliners Club Dinner in Atlantic City recently. Among those receiving awards was Edward R. Murrow, CBS radio and TV newsman.

## WSAZ Appoints Williams

Huntington, W. Va.—The appointment of Jack M. Williams to the position of merchandising manager for WSAZ was announced by L. H. Rogers, vice-president and general manager of WSAZ. Mr. Williams was formerly in the advertising field in Huntington.

## Golf Tourney Broadcast

Wethersfield, Conn.—For the third successive year, WTIC aired high-lights of the \$15,000 Insurance City Open golf tournament direct from the Wethersfield Country Club. The programs featured hole-by-hole reports on the progress of top contenders, with announcers Ed Anderson and Floyd Richards handling the broadcasts.

## WBAL Promotes Safety

Baltimore—In an effort to promote safety practices on individual farms within its listening area, WBAL is running its annual Farm Safety Contest during the month of July. Prize winners will appear on WBAL's radio and TV farm programs.

## Announce New Sponsors For CBS Radio-TV Shows

Sponsors of segments of two CBS Radio network shows and one TV network show were announced this week by John Karol, CBS vice-president in charge of network sales.

Dole Sales Company of San Francisco, division of Hawaiian Pineapple Company, Ltd., will sponsor a quarter-hour segment of Art Linkletter's "House Party" on CBS Radio and CBS TV effective Friday, July 30.

Agency for the sponsor is N. W. Ayer & Son, Inc., San Francisco.

The American Oil Company, in a major purchase of radio network time, will sponsor a full hour of the CBS Radio network's three-hour "On Sunday Afternoon" program beginning Sunday, July 4.

American Oil Company will sponsor the 4:30-5:30 p.m., EDT segment of the program which is presented in toto at 2:35-3:30 p.m., EDT. Amoco also presents "Edward R. Murrow and the News" on CBS Radio Monday through Friday at 7:45-8:00 p.m., EDT. The Sunday purchase expands its overall total to 2 1/4 hours a week on the CBS Radio network.

## WKJF-TV Suspends

Pittsburgh—The management of station WKJF-TV announced the temporary suspension of operations, effective after the last telecast of July 2, 1954, to await the outcome of the UHF-VHF hearings in Washington.

## WENT Birthday Party

Cloversville, N. Y.—In commemoration of its tenth anniversary WENT is planning a special program this week. On the agenda are an open house for all listeners and an ice cream party for children in the area born in July, 1944.

## CKLW Aids Workshop

Detroit—Following a University of Detroit workshop on human relations through a six-week course, CKLW will broadcast a series on "The Human Problem," starting this week. The workshop by discussions and lectures will attempt to solve problems in several fields of human relations.

## "Cookery" on WBKB

Chicago—"Creative Cookery," a program starring three men, Francois Pope and his sons Bob and Frank, has been signed to an exclusive contract by WBKB, it was announced by Sterling Quinlan, vice-president of WBKB. Starting in August, the program will also be seen on WABC-TV in New York.

## New Post For Von Stange

Palm Beach, Fla.—Appointment of Fredric von Stange as production director of WJNO-TV, was announced by Walter L. Dennis, general manager. Von Stange was formerly producer-director at WTVT, Hollywood, Fla.

## DuMont Plants To Close During Vacation Period

Clifton, N. J.—Vacations for the more than 4,000 employees of Allen B. Du Mont Laboratories, Inc., start at the close of business tomorrow when the plants and offices in Paterson, East Paterson, Passaic, Teterboro and this city close down for the firm's annual vacation period.

Du Mont plants will reopen on Tuesday, July 20. The mass vacation policy for all plants was initiated last year and proved so successful that officials of the company decided on a similar shutdown this year.

## KAPF Facilities Sold

Petaluma, Calif.—Purchase of the facilities of radio station KAPF has been negotiated by four radio men formerly with WLDY, Ladysmith, Wisc. The four new owners are A. T. Shields, general manager, Jeff Evans, chief engineer, Steve Evans, music director, and Jerry Hauser, sales.

## CKRM Leases 7 Shows

Toronto, Ont.—Radio station CKRM, Regina Saskatchewan has leased a package of seven transcribed program series through S. W. Caldwell, Ltd., radio and TV program distributors. Scheduled to start this month the series include, "The Ted Lewis Show," "Frontier Town," "Stand By For Crime," "Tarzan," "Let George Do It," "Thirty Minutes to Go," and "The Henry King Show."

## Cummings To ABC TV; Disneyland Coordinator

Veteran movie and radio-TV producer Sandy Cummings has joined ABC TV as coordinator of "Disneyland," the full-hour Walt Disney video program which premieres on Wednesday, Oct. 27, 7:30 to 8:30 p.m. EST, under sponsorship of American Dairy Association, American Motors Corporation and Derby Foods, Inc.

Cummings entered the entertainment field in 1935 as assistant producer for Paramount Pictures, and two years later opened the Hollywood office of Benton & Bowles, Inc., where he handled top radio programs, including "Show Boat," the Joe Penner, Jack Haley and Joe E. Brown shows. After a year as producer with Columbia Pictures, he free-lanced before a two-and-a-half year period with the TV department of the William Morris Agency's West Coast office.

## McGarrett To Handle NBC TV Day Schedule

Appointment of George F. McGarrett as general programming executive in charge of NBC-TV daytime programming was announced by Thomas A. McAvity, NBC vice-president in charge of TV network programs.

In his new position, McGarrett will supervise the production of daytime programming and will be responsible for coordination of the daytime schedule.

mmB  
1954  
TV monitoring  
July 14, 1954

Mr. John W. Smith, Jr.  
Manager of Public Affairs  
National Association of Radio  
and Television Broadcasters  
1771 N Street, N.W.  
Washington 6, D. C.

Dear John:

Thank you very much for your letter of July 12, which I hasten to answer. I do not have the exact text of the release on the NAB's Seventh TV Monitoring Study (a copy of which is on its way to you under separate cover). This was issued by Mr. Seymour Siegel at 23ND Municipal Building in New York.

However, I am attaching for your information the Summary, by the Researchers themselves, which I requested and secured and thereafter sent on as the material for release and stories.

We of course do not in any way influence or control the findings of such studies, relying on the qualifications of the Researchers to do an honest job, letting chips, if any, fall where they may.

In the attached, as well as in the survey itself, which we have distributed fairly widely, I believe you will find the emphasis devoted to acts of violence to be very modest, and in perspective presented in nonemotional language and unspectacular fashion. Our experience with the later press handling of such materials is of course often a source of some surprise to us. Some magazines ignore it. Some play up anti-educational aspects (failure of schools to ban TV or commercial stations more widely, etc.). Some play up the anti-commercial aspects of it, or in other ways seek to arouse controversy, or interest.

Mr. John E. Smith, Jr.

-2-

July 14, 1954

I believe the survey, and the mass of proportion it reveals, will speak for itself, and I hope that it will be referred to by your office as being a fairer illustration of our research than the widely divergent reports on what this study does or says. In fact, in this study, we point out that many events, listed as acts of violence, are in innocent context, or happen to people, etc. This I believe effectively demonstrates undue concern in this area.

There may be some differences of opinion among our membership, and we do believe there is a real need for educational television. However, it is the purpose of this office to cooperate as fully as possible with commercial stations, and, in publicity and reports, especially emphasize their cooperation with the educational television movement, to which, as you say, many have made generous and significant contributions and the great majority are sympathetic.

Because we do want to be objective and positive in all we do, and because you so well state the problem, your concern, and that of the NABTS, I am sending a copy of your letter, together with this reply, to all NABTS offices.

I feel that misunderstanding often results from inadequate liaison and understanding. Now you've had a chance to look over the attached material, and the survey itself, I'd be glad to hear from you again. And please let us know whenever we may be of assistance in what is indeed a common effort.

Sincerely,

*Harry J. Martin*

Harry J. Martin  
Executive Director

EJM:us

Enc.

cc: NABTS OFFICES



NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

2771 N. Street, Northwest Washington 6, D. C.

July 12, 1961

Mr. Harry J. Scoville, Executive Director  
National Association of Educational Broadcasters  
219 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harry:

There has recently come to my attention a newspaper story based on the NAEB's recent book, in which the Purdue University Opinion Panel records on four years of New York Television.

As is frequent in cases of this sort, the newspaper carries the story under a headline stating that Television has violence every 14 seconds. The story goes on to say that, in 1954, 7,065 acts or threats of violence were carried on New York City's seven commercial TV stations -- more than twice that acted in previous years.

As manager of Public Relations for NAEB and its Television Information Committee, I am disturbed by what seems to me to be an effort of certain educational broadcasters to establish the need for educational television by continually pointing, as black as possible, the mirror reflected by commercial television stations.

In view of the tangible conditions created by commercial stations as to the formation of educational stations -- and in further view of the well-documented educational and public interest efforts of commercial stations -- this seems to me a highly unfair comparison.

The reason for educational stations is to use the medium to its fullest extent as an educational advantage. It is a positive purpose on the part of educators, not a negative one.

Certainly, there is some violence pictured on television, just as there is violence reflected in newspapers, magazines, motion pictures and every other mirror which reflects life about us. The trouble with mere limitations of acts of violence is that such figures inevitably count every application of force, whether it is to illustrate a good cause, teach a lesson, enhance a cartoon or comedy, or what not. One could probably count several hundred acts of violence in a newspaper fronting viewers with an historic account of certain military acts, but they would not label the service rendered by the newspaper as evil.



Mr. Henry J. Sarnoff

-2-

July 12, 1954

We do not believe that your association means to give the impression that commercial television is built on violence, or that educational stations must be justified on such a premise. I thought that this matter should be called to your attention, with the hope that NAB will give it serious consideration and exercise extreme caution in the preparation of telecasts and other material which could well impair the enthusiasm so many commercial telecasters have for the overall effort to establish the maximum number of educational TV outlets.

Sincerely,  
/s/ J. E. Smith, Jr.  
John E. Smith, Jr.

Replied NAB Headquarters, 7/14/54, and sent to NAB Officers

TV Motion Study  
1954

July 16, 1954

Miss Martha C. Howard  
The Fund for Adult Education  
1444 Wentworth Avenue  
Pasadena 5, California

Dear Miss Howard:

We've covered all educational television stations, in mailing the New York TV Study. In fact they get most of our materials.

The mailing to the additional names in your July 14 letter will go out yet this week. Please feel free to continue to let us know when we can help, this way, or let us know if you would like more for your office.

Sincerely,

Harry J. Skornia  
Executive Director

HJS:mr

cc: Graydon Ausmus

THE FUND FOR ADULT EDUCATION

1444 WENTWORTH AVENUE  
PASADENA 5, CALIFORNIA

OFFICE OF THE SECRETARY

July 14, 1954

RECEIVED  
NAEB HEADQUARTERS

JUL 15 1954

AM  
7/8/9/10/11/12/1/2/3/4/5/6 PM

Dr. Harry J. Skornia  
Executive Director  
National Association of  
Educational Broadcasters  
University of Illinois  
14 Gregory Hall  
Urbana, Illinois

Dear Dr. Skornia:

Many thanks for your letter of June 25 and for your expeditious handling of the suggested distribution of the monitoring studies.

X There is just one question about which I am still doubtful, namely, whether you are sending the study to educational television stations. I shall very much appreciate it if you will let me know whether you are making any such distribution.

In the meantime, our New York office has suggested a few additional people who would appreciate receiving this monitoring study. We are attaching this list and shall appreciate your sending a copy to each name thereon. We have written letters to these persons indicating that you will send the study direct.

Again with many thanks and all good wishes,

Sincerely yours,

*Martha C. Howard*

MCH:jm

Martha C. Howard

cc: Mr. Graydon Ausmus

Four Years of New York TeleVision to be sent to:

RECEIVED  
NAEB HEADQUARTERS

JUL 15 1954

Dr. Helen Bragdon  
Executive Director  
American Association of University Women  
1634 Eye Street  
Washington, D.C.

Mrs. John G. Lee  
President  
League of Women Voters  
1026 17th Street, N.W.  
Washington 6, D.C.

Mrs. Theodore S. Chapman  
President  
General Federation of Women's Clubs  
1734 N Street, N.W.  
Washington 6, D.C.

Miss Laura Lorraine  
President  
Business and Professional Women's Clubs  
1819 Broadway  
New York, New York

Miss Pauline Mandigo  
49 West 44th Street  
New York 36, New York

Mr. E. J. Kingsbury, Jr.  
State of New Hampshire Commission on Educational Television  
Box 534  
Keene, New Hampshire

**sent 7/16/54mr**

7/14/54



*KQED-9	Jim Day, General Mgr.	Station KQED	San Francisco
KETC-9	Richard Goggin, Gen. Mgr.	Station KETC	St. Louis, Mo.
WOSU-34	Robert C. Higgy, Dir.	BC Sta. WOSU	OSU Cols 10
*WKAR-TV-60	Armand Hunter	Michigan State College,	East Lansing, Mich
*WHA-TV-21	H. B. McCarty	Sta WHA-TV	Univ. Wisc. Madison
*WCET-48	Uberto Nealy	Sta WCET	1243 Elm St. Cincinnati, Ohio
WUNC-TV-4	Robt. F. Schenkkan	Sta WUNC-TV	Chapel Hill, N.C.
*KUHT-TV-8	John Schwarzwald	Sta KUHT-TV	Univ. Houston Houston, Texas
*KTRE-TV-28	William Sener	Sta KTRE-TV	Los Angeles, Calif.
WGEH-TV-2	Parker Wheatley	Sta WGEH-TV	Boston, Mass. Lowell Institute Cooperation BC Council
*WQED-TV-13	William Wood	Sta WQED-TV	Pittsburg, Penn.

~~Re: 10/8~~  
TV Monitoring Study  
1954

October 8, 1954

Dr. H. H. Remmers  
Purdue Opinion Poll  
Purdue University  
Lafayette, Indiana

Dear Dr. Remmers:

Sorry I haven't gotten a copy of your study to Psychological Abstracts, for lack of knowing precisely where to address it. We're sending you six copies, one of which you might send them. Let us know if you need more for such purposes.

Sincerely,

Harry J. Skornia  
Executive Director

HJS:jy

sent 10/8

File  
1954 TV Monitoring  
Study

To: NAEB Board of Directors, Research Committee, Executive Director

From: Frank E. Schooley, Treasurer

Re: Monitoring Study, New York, 1954

1. The contract has been awarded to Purdue Opinion Panel, with H. H. Remmers, Director, for bid of \$10,450.
2. The award was made on a basis of comparative bidding, and POP was the lowest firm bidder.
3. Approval of the contract award was made by the Executive Committee, by unanimous vote, after Bob Coleman had forwarded all bids to the Executive Director for use of the Executive Committee. At all times we conferred with the Chairman of the Committee.
4. To brief you, the bids came down to POP and Dallas Smythe. I talked at some length with Dallas. He was unwilling to submit a firm bid, he said, because he was not operating a commercial research organization. He would take it on the basis of the past studies, and while indicating to me the fee was not a major consideration, in writing to Coleman he had indicated he thought previous fee too small. He was unwilling to agree to any period less than six months for supplying manuscript report for printer. In evaluating the factors, it was agreed (with Coleman concurring) that Dallas should be given the task, other things being equal. The Executive Committee decision in favor of POP was made on the two factors I have indicated, but largely because of the six months for preparation.
5. Other bids were in amounts of (1) \$12,000 plus, (2) \$19,075, and three declinations. One institution did not reply.
6. This decision was made by the Executive Committee, by telephone vote, and with each member voting without knowing how others were voting until his vote had been cast. I immediately informed Coleman, who concurred, and also advised Remmers and set up conference with him for Monday, December 7.
7. Coleman is to advise the Research Committee members of all actions and procedures. I have previously sent some information to Directors. This supplements the previous information, which I got out under pressure in order to expedite.
8. May I urge you to keep this award in confidence. It is most desirable that this not become general information until after the monitoring is done. I shall suggest to Remmers that he see Si Siegel on his first trip to New York. Remmers is planning an early trip to New York.

12-7-1953

RESEARCH REPORT  
By Dallas Smythe  
NAEB Director of Studies  
University of Illinois, Urbana

A steady increase in the amount of Drama, led by Crime drama, and a rise in the amount of violence on television were highlights of the third in a series of annual content analyses of New York television programs.

The NAEB has just released preliminary results of the study of all programs broadcast by seven New York television stations in the week of January 4-10, 1953, together with a detailed report analyzing the data obtained in the studies conducted in the comparable weeks of 1952 and 1951. The report on the first two years' studies was written by the Director of Studies and contains an introduction by Professor Robert K. Merton of Columbia University. The 1952 and 1953 studies were conducted by the NAEB with funds provided by the Fund for Adult Education, established by the Ford Foundation.

In addition to the preliminary results released from the 1953 study, a later report will analyze it in detail. A special feature of this later report will be the analysis of character portrayals. The purpose of this portion of the study was to analyze objectively certain aspects of stereotyping in character portrayal in drama produced for television broadcast. Such analyses were performed for 160 programs, totalling 71 hours and 42 minutes of program time, or 23 percent of all Drama program time. Of this total, 131 programs totalling 60 hours and 20 minutes (or 20 per cent of all Drama time) were drama programs apparently produced for television broadcast, while 29 programs, with 11 hours and 22 minutes were drama programs composed of film apparently produced for theatrical exhibition. In what is termed indigenous television drama, a total of 337 characters were independently analyzed by three monitors each. An additional 160 characters were analyzed by less than three monitors apiece. Of these totals, 56 characters analyzed by three monitors and 25 characters analyzed by less than three monitors appeared in serial dramas which were studied on more than one day.

Noteworthy features in the 1953 preliminary release are as follows:

Time on the air. In 1953, the 7 New York stations broadcast 39,104 minutes or 651 hours, 44 minutes. This was an increase of 3.9 per cent over 1952 and 15.5 per cent over 1951. Station signals in the 1953 week were off the air unintentionally for 155 minutes, presumably because of storm conditions. If this time had been filled with broadcast signals, the total 1953 program time would have been 39,259 minutes, or 4.3 per cent more than in 1952.

The increase in time on the air has all taken place in the network stations WCBS-TV, WNBC, WABD, and WJZ-TV. In the aggregate these stations broadcast 11.9 per cent more time in 1953 than in 1952, and 40.1 per cent more than in 1951. The three non-network stations -- WOR-TV, WPIX, and WATV each decreased its program time in the past three years. In 1953 their total time on the air was 7.8 per cent less than in 1952, and 11.6 per cent less than in 1951.

Programming by Class of Program. Drama programs in general were higher in 1953 than the year before for the second successive year. In 1953 they were 47.0 per cent of the total time; in 1952, 42.4 per cent; in 1951, 33.2 per cent. Within the total field of Drama there were opposite trends apparent.



Drama programs for the general audience increased for the second year in a row. In 1953 they were 43.1 per cent of total time; in 1952, 35.7 per cent; in 1951, 25.4 per cent.

On the other hand, Drama programs for the child audience declined for the second successive year. In 1953 they were 3.9 per cent of total time, in 1952, 6.7 per cent; in 1951, 7.8 per cent. This classification does not include all drama presumably available to children. Thus, the drama programs (general as well as children's) broadcast in the children-hours (5-7 PM weekdays, and sign-on to 7 PM Saturday and Sunday) were 57.2 per cent of total time in 1953, 55.9 per cent in 1952, and 55.7 per cent in 1951. General Drama programs in these hours were 50.5 per cent of total time in 1953, 34.9 per cent in 1952, and 25.3 per cent in 1951. Children's drama in these hours were 6.7 per cent of total time in 1953, 21.0 per cent in 1952 and 30.4 per cent in 1951.

The largest sub-class of drama, Crime Drama, was 15.3 per cent of total time on the air in 1953; in 1952 it was 14.8 per cent; in 1951, 10.0 per cent.

The second largest sub-class of drama, Western, totalled 7.3 per cent of all program time in 1953, as compared with 8.3 percent in 1952 and 7.8 per cent in 1951.

Little change has taken place in Comedy Drama which stands at 6.0 per cent in 1953, 4.3 per cent in 1952 and 5.3 per cent in 1951.

The fourth largest sub-class of Drama, Domestic Drama, has increased substantially. In 1953, it is 5.8 per cent, in 1952, 4.0 per cent, in 1951, 1.1 per cent.

Declines have taken place in Sports, in Quiz, Stunts and Contest programs, and in Personalities programs. Sports programs fell from 10.1 per cent of total time in 1951 to 8.4 per cent in 1952 and to 6.8 per cent in 1953. Quiz, Stunt and Contest programs were 5.7 per cent in 1953 as compared with 7.0 in 1952 and 7.2 per cent in 1951. Personalities programs were 2.7 per cent in 1953, 2.4 per cent in 1952 and 4.2 per cent in 1951.

Slow growth is registered by Popular Music programs which aggregated 4.2 per cent in 1953, 3.7 per cent in 1952 and 3.4 per cent in 1951.

Variety programs as a whole were slightly more numerous in 1953 than in 1952 (11.9 per cent as compared with 10.9 per cent) but in both 1953 and 1952 they were less common than in 1951 (18.4 per cent). While Variety programs for the general audience fell from 13.6 per cent in 1951 to 6.2 per cent in 1952 and to 3.5 per cent in 1953, both Children's Variety and Domestic Variety programs were much more abundant in 1953 than in either 1952 or 1951.

The "informational" program classes which increased their relative share of total time over the past year were:

News - up to 6.6 per cent from 5.9 per cent. This is due to the increase in the "Special Events and Features" section of News, and largely because of the addition of the Dave Garroway "Today" program within the past year. The proportion of News Reports actually fell (from 5.7 to 4.3 per cent).

Cooking - up to 2.8 per cent from 2.0 per cent.

Personal Care - up to 0.8 from 0.5 per cent.

Those which decreased from 1952 to 1953 were:

Information (general) - down to 2.3 in 1953, from 2.9 per cent.

Information (children) - down to 0.8 in 1953, from 0.9 per cent.

Arts, Crafts and Hobbies - down to 0.4 in 1953, from 1.2 per cent.

Shopping and Merchandise - down to 1.4 in 1953, from 3.5 per cent.

The "orientation" program classes which increased their share of total time between 1952 and 1953 were:

Religion - up to 1.7 in 1953 from 1.0 per cent.

Pre-school entertainment - up to 0.5 in 1953, from 0.1 per cent.

Those which decreased were:

Public events - from 1.4 per cent to zero

Public issues - down to 1.5 in 1953, from 1.9 per cent.

Public institutional - down to 1.2 in 1953, from 1.6 per cent.

Personal relations - down to 0.5 in 1953, from 1.0 per cent.

Violence: The number of acts and threats of violence as defined in our 1952 study in all television programs (except Sports, News, Weather, Public Issues and Public Events) rose from 2,970 in the week in 1952 to 3,539 in the week in 1953. This is an increase of 19 per cent. The number of acts and threats of violence in the Children-hours rose by 10 per cent, from 1,278 to 1,412. In the remaining time segments they increased by 24 per cent, from 1,692 to 2,127.

When the acts and threats of violence are related to the amounts of program time one finds that there were 5.8 acts and threats per hour for all program time in 1952 and 6.3 (preliminary) in 1953, an increase of 9 per cent. For the Children-hours there were 9.6 acts and threats per hour in 1952, and 9.2 in 1953. For the other time segments there were 4.4 in 1952 and 5.2 in 1953.

As is plainly stated in the full report on the 1952 study, these data on violence bear absolutely no implications as to either the effects or the aesthetic values involved.

Programs identified with educational institutions: In 1953, a total of 14 programs were identified with educational institutions. This was an increase of one over the 13 found in 1952, and of 13 over the one observed in 1951. The distribution of these programs by stations was as follows:

	1953	1952	1951
WCBS-TV	3	1	0
WNBT	0	0	0
WARD	2	2	1
WJZ-TV	1	1	0
WOR-TV	1	0	0
WPIX	3	3	0
WATV	4	6	0
Total	14	13	1

Advertising: Primary advertising -- what Professor Merton calls segregated advertising -- increased from 1952 to 1953 both in terms of number of advertisements and in total time devoted to them. There were 3,771 primary advertisements in the 1953 week, an increase of 21 per cent over the 3,104 in 1952. And there were 235,404 seconds devoted to primary advertising, an increase of 27 per cent over the 185,482 seconds in the 1952 week.

The time devoted to primary advertising in 1953 was 10.0 per cent of total time on the air, as compared with 8.2 per cent in 1952 and 10.0 per cent in 1951. Reliability checks on previous studies indicate that monitors have missed between 5 and 10 per cent of the actual amount of primary advertising.

Data on secondary advertising for the 1953 week have not been completely analyzed as yet.

Television sets for use in observing programs were generously provided by the Zenith Corporation, while the New Yorker Hotel, through special arrangements for rooms, and the Western Union Telegraph Company, which installed electric clocks, were extremely helpful.

During the study week in 1953 a total of 56 monitors were used, divided into two groups. One group, drawn from graduate students in communications, psychology and sociology from Columbia University and New York University, followed procedures similar to those used in the preceding studies. The other group, consisting of 20 graduate students in Theatre Arts from Columbia University and Queens College were engaged in a special analysis of the methods of character portrayal in drama programs produced for television. Two days of intensive training were given all monitors.

\*\*\*\*\*

#### WIPR ANNOUNCES MUSIC COMPOSITION CONTEST

WIPR, Department of Education of Puerto Rico, has announced a contest in musical composition in which three prizes will be awarded. Prizes are: \$1,000 for a chamber music work for three or more instruments, \$700 for a sonata for one or two instruments, and \$300 for an art song cycle. Participants must be native born of Puerto Rico or in residence for the past five years. The contest entry deadline is March 31.

#### NEW M.A. IN RADIO AND TELEVISION AT STANFORD

The Speech and Drama Department of Stanford offers a new program in radio and television leading to the Master of Arts degree. The general requirements for the degree are similar to those for the other M.A. programs in the department. As a part of the program, each graduate student admitted will spend one summer in the Stanford Radio-Television Institute, where he will get intensive work in the areas of radio and television. Part of this work is taught in the radio studios of KNBC and in the television studios of KPIX in San Francisco.

When the student has completed the academic requirements for the degree, he will spend a final quarter as an interne in a radio or television station. He will do this work without academic credit and without pay, but he will get practical experience in the industry by moving from department to department in a cooperating station.

ORDER NOW  
CHICAGO SUMMER TELEVISION  
\$1.00 TO NAEB MEMBERS



# N.A.E.B.

## THIRD EDUCATIONAL TELEVISION PRODUCTION WORKSHOP

STATE UNIVERSITY OF IOWA - AUGUST 14 - SEPTEMBER 3, 1955

The National Association of Educational Broadcasters will hold the Third Educational Television Production Workshop at the State University of Iowa, August 14-September 3, 1955. This Workshop is made possible by a grant from the Fund for Adult Education.

**PARTICIPATION.** The number of participants will be limited to 30 representatives of accredited institutions or organizations who have an educational television station, who hold a construction permit for an educational television station, who have applied for such a station, or who are engaged in the production of educational television programs. Participants will be selected on the basis of their educational radio and television experience or related experience and qualifications, and on the basis of the contribution to educational television which they are likely to make.

- a. Selection of participants will be made by the NAEB Professional Advancement Committee.
- b. In lieu of tuition, expenses of organizing and conducting the Workshop will be borne by the NAEB. Participants will receive \$100.00 toward lodging and food. NO TRAVEL will be paid.
- c. Participants in the 1953 Production Workshop, held at the University of Illinois, or the 1954 Workshop, held at Michigan State College, are not eligible for attendance at the 1955 Workshop.

**APPLICATIONS.** Applications should be submitted in eight copies and should specifically include the following items:

- a. Institution Represented: Name, TV status, and TV activities.
- b. Applicant: Name, title, present responsibilities and qualifications, and likely activities and duties in the next five years.
- c. Recommendation of Superior: Name, title, and signed letter of recommendation for the applicant, including information as to why this applicant was selected over possible other candidates.
- d. The following statement, signed, and dated, by the applicant:

"If accepted, I agree to attend for the full period of the Workshop. I also understand that NAEB's contribution to the expenses involved shall not include any transportation and, for living expenses, shall not exceed \$100.00. All personal expenses beyond this \$100.00 will be borne by me or my institution."

Applications should be mailed to Dr. Harry Skornia, Executive Director, NAEB, 14 Gregory Hall, Urbana, Illinois, and must be received not later than May 15, 1955. Successful applicants will be notified by approximately June 15, 1955.



April 14, 1952

Listing TV channels assigned to communities in the United States and its territories and possessions. Channels 2-13 are VHF channels; channels 14-83 are UHF channels. Channels designated with an asterisk are assigned for use by non-commercial educational TV broadcast stations only.

CONNECTICUT	
	Channel No.
Bridgeport	43, 49, *71
Hamard	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	57, *63
Stamford-Norwalk	27
Waterbury	53
DELAWARE	
Dover	40
Wilmington	12, 53, *59
DISTRICT OF COLUMBIA	
Washington	4, 5, 7, 9, 20, *26
FLORIDA	
Belle Glade	25
Bradenton	28
Clearwater	32
Daytona Beach	2
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	25
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 19, 38
West Palm Beach	5, 12, *15, 21
GEORGIA	
Albany	10, 25
Americus	31
Athens	*6, 80
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	25
Carrollton	45
Carter'sville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	23
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	13, *41, 47

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GEORGIA - Continued	
	Channel No.
Marietta	57
Milldegeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Waycross	16

IDAHO	
Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 10
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS	
Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	49
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	49
Peoria	8, 19, *37, 43
Quincy	*10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA	
	Channel No.
Anderson	61
Angola	15
Bedford	39
Bloomington	4, *30, 36
Columbus	42
Connersville	39
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	21, *27, 33
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63
Vincennes	44
Washington	60

IOWA	
Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grimell	46
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
McCalline	58
Newton	29
Oelwein	28
Oskaloosa	52
Ottumwa	15
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22
Webster City	27

KANSAS	
Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11

KANSAS - Continued	
	Channel No.
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Jola	36
Junction City	44
Larned	19
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY	
Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	36
Hazard	19
Hopkinsville	20
Lexington	27, 33
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	49
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43
Pikeville	14
Princeton	45
Richmond	60
Somerset	22
Winchester	37

LOUISIANA	
Abbeville	42
Alexandria	5, 62
Bastrop	53
Baton Rouge	10, 28, *34, 40
Bogalusa	39
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	51
Houma	30
Jackson	18
Jennings	48
Lafayette	38, 67
Lake Charles	7, *19, 25
Minden	30
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	*2, 4, 6, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winfield	22

MAINE	Channel No.
Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND	
Annapolis	14
Baltimore	2, 11, 13, 18, *24, 30
Cambridge	22
Cumberland	17
Frederick	62
Hagerstown	52
Salisbury	16

MASSACHUSETTS	
Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	40, 46
Greenfield	42
Holyoke (see Springfield)	
Lawrence	38
Lowell	32
New Bedford	28, 34
North Adams	15
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN	
Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	12
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	5, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35

MICHIGAN-Continued	Channel No.
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA	
Albert Lea	57
Alexandria	36
Austin	6, 51
Benidji	24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Farimont	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Onitona	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Winona	61
Worthington	32

MISSISSIPPI	
Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	8, 32
Columbia	35
Columbus	28
Corinth	29
Greenville	21, 27
Greenwood	24
Hamlet	15
Gulfport	56
Hattiesburg	9, 17
Jackson	12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	20
Vicksburg	41
West Point	8, 56
Yazoo City	49

MISSOURI	
Cape Girardeau	12, 18
Carthage	56
Caruthersville	27

MISSOURI-Continued	Channel No.
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monett	14
Nevada	18
Poplar Bluff	16
Rolla	31
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA	
Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	20
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	13
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	16
Whitefish	16
Wolf Point	20

NEBRASKA	
Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *16, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA	
Boulder City	4
Carlin	14
Carson City	37



NEVADA-Continued	
	Channel No.
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE	
Berlin	26
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY	
Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hammoncton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

NEW MEXICO	
Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK	
Albany-Schenectady	
Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	
Niagara Falls	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59

NEW YORK-Continued	
	Channel No.
Corland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamesstown	59
Kingston	66
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31

Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

NORTH CAROLINA	
Ahoscie	53
Albemarle	20
Asheville	13, *56, 62
Burlington	63
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46
Fayetteville	31
Gastonia	18
Greensboro	48
Greenville	2, *51, 57
Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	21
Lumberton	41
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Salisbury	38
Sanford	53
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	6, 29, *35
Wilson	38
Winston-Salem	12, 26, *32

NORTH DAKOTA	
Bismarck	5, 12, 18, *24
Butte	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 13, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamesstown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20

NORTH DAKOTA-Continued	
	Channel No.
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO	
Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Gallipolis	18
Hamilton-Middletown	65
Lancaster	28
Lima	35, 41
Lorain	31
Mansfield	56
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	46, 52
Steubenville (see Wheeling, W. Va.)	
Tiffin	47
Toledo	11, 13, *30
Warren	21
Youngstown	27, 33, 73
Zanesville	50

OKLAHOMA	
Ada	50
Altus	36
Alva	30
Anadarko	58
Ardmore	55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	12, 15
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guyton	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *26, 34
McAlester	47
Miami	8, *45, 66
Muskogee	31, *37
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8



OREGON	
	Channel No.
Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	47, 49
Eugene	9, 13, 20, 26
Grants Pass	30
Klamath Falls	2
La Grande	13
Lebanon	43
McMinnville	46
Medford	15
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	28
Salem	3, *18, 24
Springfield	3
The Dalles	32

PENNSYLVANIA	
Allentown	39, 45
Altoona	10, 19, 25
Bethlehem	51
Bradford	48
Butler	43
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 33, 71
Hazleton	63
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *55
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	55, 61
Scranton	16, 22, 73
Sharon	39
State College	*44
Sunbury	65
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND	
Providence	10, 12, 16, *22

SOUTH CAROLINA	
Aiken	54
Anderson	58
Camden	14
Charleston	2, 5, *13
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	37
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17
Sumter	47
Union	65

SOUTH DAKOTA	
	Channel No.
Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE	
Athens	14
Bristol, Tenn.-Bristol, Va.	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24
Covington	19
Dyersburg	46
Elizabethton	40
Fayetteville	27
Gallatin	48
Harrogate	25
Humboldt	67
Jackson	9, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lafayetteburg	50
Lebanon	59
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 5, 8, 30, 36
Oak Ridge	32
Paris	51
Pulaski	44
Shelbyville	62
Springfield	42
Tullahoma	65
Union City	55

TEXAS	
Ablene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 16, 24, *30
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

TEXAS-Continued	
	Channel No.
Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20
Corpus Christi	6, 10, *16, 22
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 10, 20, *26
Gainesville	49
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	62
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hersford	19
Hillsboro	83
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	58
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
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Price	6
Provo	11, 22, *28
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Juneau	*3, 8, 10
Ketchikan	2, 4, *9
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Lihe, Kauai	3, *8, 10, 12
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Wailuku, Maui	3, 8, *10, 12
Hilo, Hawaii	2, *4, 7, 9, 11, 13

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# NAEB

NATIONAL ASSOCIATION  
of  
EDUCATIONAL BROADCASTERS

14 Gregory Hall

Urbana, Illinois

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Educational Television and Radio Placement Service

Educational Television Engineering Service

Educational Television Management Consultant

Educational Television Consultant Teams

Television Fact Sheets

Third NAEB Educational Television Production Workshop - State  
University of Iowa, August 14 - September 3, 1955

Second NAEB Educational Television Engineering Workshop -  
Michigan State College, September 12 - 16, 1955

40 TV Scholarships - Made available for the second year for  
individual study in television at established workshops and  
summer sessions

Radio Grants-in-Aid - This year the NAEB is again cooperating  
with the Educational Television and Radio Center in awarding a  
total of \$40,000 for Grants-in-Aid for the production of out-  
standing radio series

NAEB Membership now totals 271

The NAEB Radio Network now serves 76 stations and distributes  
13,200 hours of programming each year

Nine series of In-School radio programs distributed by the  
Network this year

NAEB Region II Meeting - Atlanta, Georgia, April 1-2, 1955

NAEB Region I Meeting - Amherst, Massachusetts, April 8-9, 1955

REMEMBER THE 1955 NAEB CONVENTION  
DEL PRADO HOTEL - CHICAGO, ILLINOIS  
OCTOBER 26 - 29, 1955



# NAEB RADIO AND AUDIO ENGINEERING SEMINAR

ALLERTON HOUSE, MONTICELLO, ILLINOIS, MAY 27 - JUNE 1, 1956

The National Association of Educational Broadcasters will hold the First Radio and Audio Engineering Seminar at Allerton House, Monticello, Illinois, May 27 - June 1, 1956. This seminar is made possible from regular W. K. Kellogg Foundation funds.

**PARTICIPATION.** The number of participants will be limited to 30 representatives of NAEB member AM or FM stations, provided the applicant is considered a full-time employee or is a member of the regular staff, and expects to remain there at least one year. Participants must be actively engaged in the technical operation of the station and will be selected on the basis of their radio or related experience, but primarily on the basis of need and likely benefit to their station's technical operation. Technical personnel from smaller NAEB stations and members of the NAEB Network will be given preference. It will be noted from the attached agenda that emphasis will be placed upon studio and tape recorder operation and maintenance rather than transmitting equipment.

1. Selection of applicants will be made by the NAEB Engineering Committee.
2. Participants will be reimbursed for all reasonable travel expense to and from Monticello from their place of residence as well as for food and lodging at Allerton House which will cost \$8.00 per day. Travel will be tax exempt; no transportation tax can be paid.

**APPLICATIONS.** Applications should be submitted in seven copies and should specifically include the following information:

1. Institution Represented: Name, station call letters, transmitter power, number of technical employees full time and part time.
2. Applicant: Name, title if any, present responsibilities, duties, and qualifications, likely activities and duties for the next two years.
3. Recommendation of Superior: Name, title, and signed letter of recommendation stating that applicant has a) definite responsibilities and duties of the nature which will be emphasized in the seminar. If there is more than one applicant from a station, a priority shall be assigned including information as to how this priority was established. b) The background and experience of the applicant is such that the seminar will be of definite help to him in discharging his duties. c) The need of the institution or station is such that attendance at the seminar will be a definite help.
4. The following statement signed and dated by the applicant: "If accepted, I agree to attend for the full period of the Seminar. I understand that the NAEB's contribution to the expenses involved shall include transportation, which I estimate not to exceed \$\_\_\_\_\_ plus \$40.00 to cover meals and lodging at Allerton House. All personal expenses beyond this will be borne by me or my institution."

Applications should be mailed to Mr. Cecil S. Bidlack, NAEB TV Engineer, 14 Gregory Hall, Urbana, Illinois, and must be received not later than May 2, 1956. Successful applicants will be notified by May 15, 1956.



## Tentative Program

### First NAEB Radio and Audio Engineering Seminar

Allerton House, Monticello, Illinois, May 27-June 1, 1956

#### Sunday, May 27, 1956

Successful candidates will arrive at Allerton Park during the course of the afternoon and early evening. Trains, buses and airports will be covered to transport people to Allerton Park--provided participants inform us of place and time of arrival before May 25.

#### Monday, May 28, 1956

##### Morning session

- NAEB Engineering Services
- Services offered by NAEB engineer
- Function of the NAEB Radio Network
- NAEB duplicator operation
- Methods of quality control
- Performance measurements

##### Afternoon session

- Studio Equipment considerations
- Transmitter equipment, AM and FM
- Test equipment and procedures

##### Evening session

- FCC Broadcast Rules and Regulations for Educational stations
- Processing applications, station licenses, operator requirements, etc.

#### Tuesday, May 29, 1956

##### Morning and Afternoon sessions

- Tape Recording Equipment
- Techniques, characteristics, maintenance, test and measurements, demonstrations

##### Evening

- WILL-FM Field Trip - observation and inspection tour - roundtable

#### Wednesday, May 30, 1956

##### Morning and Afternoon sessions

- WILL-AM transmitter field trip, field strength measurements, maintenance
- WILL-AM-FM studios, MCW transmitter, WILL-TV studio and transmitter
- NAEB Headquarters

##### Roundtable evening session

#### Thursday, May 31, 1956

##### Morning session

- WILL-FM performance measurements MCW equipment

##### Afternoon session

- Broadcasting facilities, space and building requirements

##### Evening session

- Roundtable session, antennas, transmission systems, new equipment, test equipment

#### Friday, June 1, 1956

##### Morning session

- 1) Review of Seminar
- 2) NAEB Tape Testing Program
- 3) NAEB Engineering Committee functions
- 4) NAEB Engineering Aids and techniques

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RESEARCH REPORT  
By Dallas Smythe  
NAEB Director of Studies  
University of Illinois, Urbana

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A steady increase in the amount of Drama, led by Crime drama, and a rise in the amount of violence on television were highlights of the third in a series of annual content analyses of New York television programs.

The NAEB has just released preliminary results of the study of all programs broadcast by seven New York television stations in the week of January 4-10, 1953, together with a detailed report analyzing the data obtained in the studies conducted in the comparable weeks of 1952 and 1951. The report on the first two years' studies was written by the Director of Studies and contains an introduction by Professor Robert K. Merton of Columbia University. The 1952 and 1953 studies were conducted by the NAEB with funds provided by the Fund for Adult Education, established by the Ford Foundation.

In addition to the preliminary results released from the 1953 study, a later report will analyze it in detail. A special feature of this later report will be the analysis of character portrayals. The purpose of this portion of the study was to analyze objectively certain aspects of stereotyping in character portrayal in drama produced for television broadcast. Such analyses were performed for 160 programs, totalling 71 hours and 42 minutes of program time, or 23 percent of all Drama program time. Of this total, 131 programs totalling 60 hours and 20 minutes (or 20 per cent of all Drama time) were drama programs apparently produced for television broadcast, while 29 programs, with 11 hours and 22 minutes were drama programs composed of film apparently produced for theatrical exhibition. In what is termed indigenous television drama, a total of 337 characters were independently analyzed by three monitors each. An additional 160 characters were analyzed by less than three monitors apiece. Of these totals, 56 characters analyzed by three monitors and 25 characters analyzed by less than three monitors appeared in serial dramas which were studied on more than one day.

Noteworthy features in the 1953 preliminary release are as follows:

Time on the air. In 1953, the 7 New York stations broadcast 39,104 minutes or 651 hours, 44 minutes. This was an increase of 3.9 per cent over 1952 and 15.5 per cent over 1951. Station signals in the 1953 week were off the air unintentionally for 155 minutes, presumably because of storm conditions. If this time had been filled with broadcast signals, the total 1953 program time would have been 39,259 minutes, or 4.3 per cent more than in 1952.

The increase in time on the air has all taken place in the network stations WCBS-TV, WNBT, WABD, and WJZ-TV. In the aggregate these stations broadcast 11.9 per cent more time in 1953 than in 1952, and 40.1 per cent more than in 1951. The three non-network stations -- WOR-TV, WPIX, and WATV each decreased its program time in the past three years. In 1953 their total time on the air was 7.8 per cent less than in 1952, and 11.6 per cent less than in 1951.

Programming by Class of Program. Drama programs in general were higher in 1953 than the year before for the second successive year. In 1953 they were 47.0 per cent of the total time; in 1952, 42.4 per cent; in 1951, 33.2 per cent. Within the total field of Drama there were opposite trends apparent.

Drama programs for the general audience increased for the second year in a row. In 1953 they were 43.1 per cent of total time; in 1952, 35.7 per cent; in 1951, 25.4 per cent.

On the other hand, Drama programs for the child audience declined for the second successive year. In 1953 they were 3.9 per cent of total time, in 1952, 6.7 per cent; in 1951, 7.8 per cent. This classification does not include all drama presumably available to children. Thus, the drama programs (general as well as children's) broadcast in the children-hours (5-7 PM weekdays, and sign-on to 7 PM Saturday and Sunday) were 57.2 per cent of total time in 1953, 55.9 per cent in 1952, and 55.7 per cent in 1951. General Drama programs in these hours were 50.5 per cent of total time in 1953, 34.9 per cent in 1952, and 25.3 per cent in 1951. Children's drama in these hours were 6.7 per cent of total time in 1953, 21.0 per cent in 1952 and 30.4 per cent in 1951.

The largest sub-class of drama, Crime Drama, was 15.3 per cent of total time on the air in 1953; in 1952 it was 14.8 per cent; in 1951, 10.0 per cent.

The second largest sub-class of drama, Western, totalled 7.3 per cent of all program time in 1953, as compared with 8.3 percent in 1952 and 7.8 per cent in 1951.

Little change has taken place in Comedy Drama which stands at 6.0 per cent in 1953, 4.3 per cent in 1952 and 5.3 per cent in 1951.

The fourth largest sub-class of Drama, Domestic Drama, has increased substantially. In 1953, it is 5.8 per cent, in 1952, 4.0 per cent, in 1951, 1.1 per cent.

Declines have taken place in Sports, in Quiz, Stunts and Contest programs, and in Personalities programs. Sports programs fell from 10.1 per cent of total time in 1951 to 8.4 per cent in 1952 and to 6.8 per cent in 1953. Quiz, Stunt and Contest programs were 5.7 per cent in 1953 as compared with 7.0 in 1952 and 7.2 per cent in 1951. Personalities programs were 2.7 per cent in 1953, 2.4 per cent in 1952 and 4.2 per cent in 1951.

Slow growth is registered by Popular Music programs which aggregated 4.2 per cent in 1953, 3.7 per cent in 1952 and 3.4 per cent in 1951.

Variety programs as a whole were slightly more numerous in 1953 than in 1952 (11.9 per cent as compared with 10.9 per cent) but in both 1953 and 1952 they were less common than in 1951 (18.4 per cent). While Variety programs for the general audience fell from 13.6 per cent in 1951 to 6.2 per cent in 1952 and to 3.5 per cent in 1953, both Children's Variety and Domestic Variety programs were much more abundant in 1953 than in either 1952 or 1951.

The "informational" program classes which increased their relative share of total time over the past year were:

News - up to 6.6 per cent from 5.9 per cent. This is due to the increase in the "Special Events and Features" section of News, and largely because of the addition of the Dave Carroway "Today" program within the past year. The proportion of News Reports actually fell (from 5.7 to 4.3 per cent).

Cooking - up to 2.8 per cent from 2.0 per cent.

Personal Care - up to 0.8 from 0.5 per cent.



Those which decreased from 1952 to 1953 were:

Information (general) - down to 2.3 in 1953, from 2.9 per cent.

Information (children) - down to 0.8 in 1953, from 0.9 per cent.

Arts, Crafts and Hobbies - down to 0.4 in 1953, from 1.2 per cent.

Shopping and Merchandise - down to 1.4 in 1953, from 3.5 per cent.

The "orientation" program classes which increased their share of total time between 1952 and 1953 were:

Religion - up to 1.7 in 1953 from 1.0 per cent.

Pre-school entertainment - up to 0.5 in 1953, from 0.1 per cent.

Those which decreased were:

Public events - from 1.4 per cent to zero

Public issues - down to 1.5 in 1953, from 1.9 per cent.

Public institutional - down to 1.2 in 1953, from 1.6 per cent.

Personal relations - down to 0.5 in 1953, from 1.0 per cent.

Violence: The number of acts and threats of violence as defined in our 1952 study in all television programs (except Sports, News, Weather, Public Issues and Public Events) rose from 2,970 in the week in 1952 to 3,539 in the week in 1953. This is an increase of 19 per cent. The number of acts and threats of violence in the Children-hours rose by 10 per cent, from 1,278 to 1,412. In the remaining time segments they increased by 24 per cent, from 1,692 to 2,127.

When the acts and threats of violence are related to the amounts of program time one finds that there were 5.8 acts and threats per hour for all program time in 1952 and 6.3 (preliminary) in 1953, an increase of 9 per cent. For the Children-hours there were 9.6 acts and threats per hour in 1952, and 9.2 in 1953. For the other time segments there were 4.4 in 1952 and 5.2 in 1953.

As is plainly stated in the full report on the 1952 study, these data on violence bear absolutely no implications as to either the effects or the aesthetic values involved.

Programs identified with educational institutions: In 1953, a total of 14 programs were identified with educational institutions. This was an increase of one over the 13 found in 1952, and of 13 over the one observed in 1951. The distribution of these programs by stations was as follows:

	1953	1952	1951
WCBS-TV	3	1	0
WNET	0	0	0
WABD	2	2	1
WJZ-TV	1	1	0
WOR-TV	1	0	0
WPIX	3	3	0
WATV	4	6	0
Total	14	13	1



Advertising: Primary advertising -- what Professor Merton calls segregated advertising -- increased from 1952 to 1953 both in terms of number of advertisements and in total time devoted to them. There were 3,771 primary advertisements in the 1953 week, an increase of 21 per cent over the 3,104 in 1952. And there were 235,404 seconds devoted to primary advertising, an increase of 27 per cent over the 185,482 seconds in the 1952 week.

The time devoted to primary advertising in 1953 was 10.0 per cent of total time on the air, as compared with 8.2 per cent in 1952 and 10.0 per cent in 1951. Reliability checks on previous studies indicate that monitors have missed between 5 and 10 per cent of the actual amount of primary advertising.

Data on secondary advertising for the 1953 week have not been completely analyzed as yet.

Television sets for use in observing programs were generously provided by the Zenith Corporation, while the New Yorker Hotel, through special arrangements for rooms, and the Western Union Telegraph Company, which installed electric clocks, were extremely helpful.

During the study week in 1953 a total of 56 monitors were used, divided into two groups. One group, drawn from graduate students in communications, psychology and sociology from Columbia University and New York University, followed procedures similar to those used in the preceding studies. The other group, consisting of 20 graduate students in Theatre Arts from Columbia University and Queens College were engaged in a special analysis of the methods of character portrayal in drama programs produced for television. Two days of intensive training were given all monitors.

\*\*\*\*\*

#### WIPR ANNOUNCES MUSIC COMPOSITION CONTEST

WIPR, Department of Education of Puerto Rico, has announced a contest in musical composition in which three prizes will be awarded. Prizes are: \$1,000 for a chamber music work for three or more instruments, \$700 for a sonata for one or two instruments, and \$300 for an art song cycle. Participants must be native born of Puerto Rico or in residence for the past five years. The contest entry deadline is March 31.

#### NEW M.A. IN RADIO AND TELEVISION AT STANFORD

The Speech and Drama Department of Stanford offers a new program in radio and television leading to the Master of Arts degree. The general requirements for the degree are similar to those for the other M.A. programs in the department. As a part of the program, each graduate student admitted will spend one summer in the Stanford Radio-Television Institute, where he will get intensive work in the areas of radio and television. Part of this work is taught in the radio studios of KNBC and in the television studios of KPIX in San Francisco.

When the student has completed the academic requirements for the degree, he will spend a final quarter as an interne in a radio or television station. He will do this work without academic credit and without pay, but he will get practical experience in the industry by moving from department to department in a cooperating station.

ORDER NOW  
CHICAGO SUMMER TELEVISION  
\$1.00 TO NAEB MEMBERS

11/154

TELEVISION MONITORING STUDIES

✓ New York Television (Studies #1 & #4) - Dallas W. Smythe

A comprehensive study of the programs carried by the New York City television stations during the period Jan. 4-10, 1951 and Jan. 4-10, 1952. 108 pp. Paper. \$5.00 (Special price to NAEB members--\$1.00)

✓ Los Angeles Television (Study #2) - Dallas W. Smythe and Angus Campbell

A comprehensive study of the programs carried by the Los Angeles television stations during the period May 23-29, 1951. 94 pp. Paper. \$5.00 (Special price to NAEB members--\$1.00)

✓ Chicago Summer Television (Study #3) - Hans O. Mauksch, Donald Horton, and Kurt Lang

A comprehensive study of the programs carried by the Chicago television stations on August 5, 1951. 73 pp. Paper. \$5.00 (Special price to NAEB members--\$1.00)

✓ New Haven Television (Study #5) - Dallas W. Smythe

A comprehensive study of the programs carried by the New Haven television station during the period May 15-21, 1952. 119 pp. Paper. \$5.00 (Special price to NAEB members--\$1.00)

✓ Three Years of New York Television (Study #6) - Dallas W. Smythe

A comprehensive study of the programs carried by the New York City television stations during the period Jan. 4-10, 1953 and compared with Jan. 4-10, 1951 and 1952. 161 pp. Paper. \$5.00 (Special price to NAEB members--\$1.00)

✓ Four Years of New York Television (Study #7) - H.H. Remmers (Purdue Opinion Panel)

A comprehensive study of the programs carried by the New York City television stations during the period Jan. 25-31, 1954 and compared with the three previous years. 92 pp. Paper. \$5.00 (Special price to NAEB members--\$1.00)

✓ See also Some Comparisons Between British and American Television (Research Project #2)--John T. Suchy

Excerpts from a thesis presented in partial fulfillment of the requirements for the M. A. Degree in Journalism at the State University of Iowa. 22 pp. Paper. October, 1954. No charge.

An Interim Report

The analysis of the information collected in this, the fourth annual study of New York television, has been completed. The manuscript for the report of the study is now being prepared for publication. This brief report is intended to summarize some of the more interesting findings and trends discussed at greater length in the final report.

1. Procedures in the 1954 Study.

The 1954 study had two goals not completely compatible in terms of their implications for monitoring procedures. (1) Perhaps most important, the information collected in this year's study should be comparable with findings from previous years. (2) The analyses of the findings should be completed and reported as quickly as possible to preserve their interest value and applicability.

All past procedures were therefore reviewed in an effort to select or revise those which would insure comparability while facilitating analysis. In brief, the following major changes over past procedures were incorporated in the 1954 study:

1) A minor revision of the program classification scheme was made. In the old classification scheme, many program classes were repeated to take into consideration the intended audience of the program. For example, there were several classes of drama programs, several classes of domestic drama programs, and several classes of children's drama programs. This duplication resulted in a lengthy and unwieldy classification scheme.

In the new classification scheme, all such duplicated program classes were consolidated. Then, as a separate piece of information obtained for all classes of programs, the apparent intended audience (i.e., general, domestic or children) was noted during the monitoring of each program. Also, one or two new classes of programs were added to correct shortcomings in the scheme noted during pretesting of procedures.

Even with these revisions, the program classification scheme remains somewhat unsatisfactory because the classes are not mutually exclusive. For example, a program might provide orientation in the area of religion by presenting religious information in the format of a drama. Such a program could be listed under any of three program classes in the present scheme.

2) Less information was collected. In past years, monitors were required to record much information that never found its way into a report. Consequently, the monitors were less accurate in recording material that was used; e.g., five to ten per cent of primary advertisement time was missed in previous years. In the 1954 study, the information to be reported was first selected, and then a log sheet was designed upon which this information could be recorded efficiently. This sheet collected only information to be used in the final report of the 1954 study. A sample copy of this sheet appears at the end of this report.

3) Monitors were given greater responsibilities. It was felt that greater accuracy of monitoring could be obtained by making as many decisions as possible during the program. Then, if uncertainties arose, monitors and supervisors could confer while the program in question was still before them. In this way, greater accuracy of program classification could be obtained than by making such decisions



at a later time only on the basis of monitor's written descriptions of programs. All initial classifications of programs were made by the monitors with the assistance of supervisors.

4) Timing of materials was made more accurate. Stop watches were used to time all advertising to the nearest tenth of one minute. This procedure reduced some of the error introduced by the necessity of shifting attention from the television receiver to a wall clock. Also, preliminary tests indicated that many errors were made in following the old procedure of reading elapsed advertising time from the sweep second hand of a wall clock.

5) Monitors worked in teams of two per channel at all times. Reports of studies from previous years indicate that monitors sometimes found it impossible to record all necessary information during such fast moving moments as station breaks or program openings. As noted before, upwards of five per cent of advertising time was reported as missed for such causes. In addition to reducing the amount of information collected, a further precaution against such errors was taken in 1954 by assigning two monitors to each channel at all times. In this way, monitoring duties were divided so that, for example, one monitor recorded primary advertising time on his watch while the other monitor recorded secondary advertising time.

A further advantage in the use of two monitors per channel came from the cross-stimulation between monitors. Supervisors frequently heard one monitor asking another, "Did you get that violence?" or "Isn't that a secondary advertisement in the background?"

To a certain extent, such measures, taken to improve the accuracy of the monitoring process, actually served to make the data less comparable with past findings. For example, more primary advertising and much more violence were noted in 1954 over previous years. Is this the result of a real trend, or of improved methods, or both?

6) All data were punched into IBM cards and analyzed by machine. By using a carefully planned log sheet, the data from the study were logged in a convenient form for transfer to IBM cards. All major analyses were then run by tabulating machines rather than by hand.

## 2. An Overview of Findings

Program Time. On the seven New York commercial TV stations 642 hours and 46 minutes of television were broadcast during the week of January 25 to 31, 1954. This figure is 11 hours greater than it was for the week of January 4 to 10, 1953. Network stations (WNBT, WCBS-TV, WABD and WABC) added an average of nearly nine hours to their weekly program time since 1953, but of the independent stations, one (WATV) added 16½ hours while the other two (WOR-TV and WPIX) lost an average of over 20 hours.

Most of the gain in program time came in the children's hours (up nearly 14 hours) and in the late hours (up nearly 6 hours). Some losses in the domestic hours offset these gains to result in the 11 hours net gain in total program time.

New York TV Programming. For the most part, the programming of New York television has apparently stabilized during 1953 and 1954. Very few major changes due to programming practices were noted.



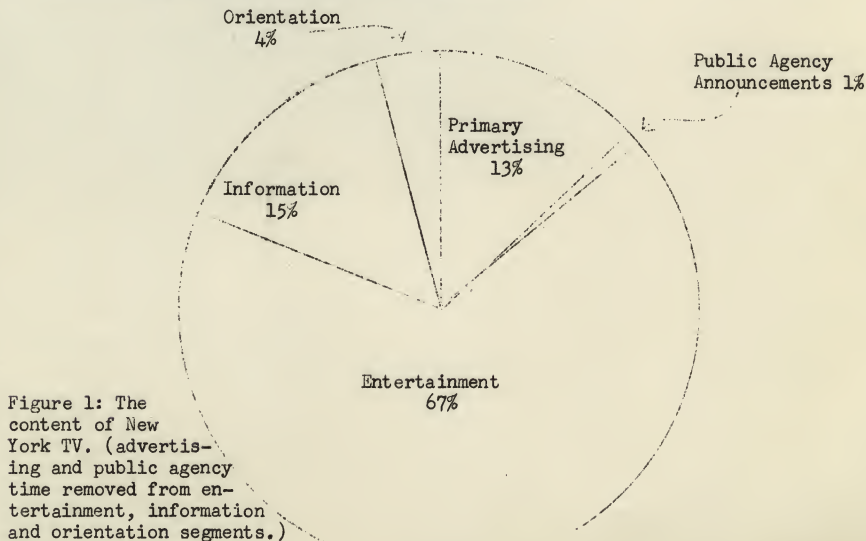
As the largest single class of entertainment type program, drama continues to account for slightly less than half (46.4% in 1954) of all program time. Most sub-classes of drama show little change in per cent of total program time devoted to them, but comedy drama has shown a five per cent increase since 1953 and now accounts for eleven per cent of all program time.

Among the other classes of entertainment type programs, slight gains in per cent of total program time were made by music programs (6.7% in 1954 vs. 4.4% in 1953), and personality programs (4.8% in 1954 vs. 2.7% in 1953). Fine arts, quiz, stunt and contest programs, and variety programs remain essentially unchanged. As a total group, entertainment programs continue to account for 77.7 per cent of total program time.

Of the remaining 22.3 per cent of program time, 17.4 per cent is devoted to information type program and 4.9 per cent is given to orientation type programs. Within these types, few major changes were found in per cent of total program time accounted for by the various classes and subclasses.

In making evaluations of the significance of changes in programming, an effort was made to restrict attention to what appeared to be real trends rather than fluctuations due to sampling. For example, minor changes among the various drama classes were found, but it was judged that such changes could easily be accounted for by chance variations in the content of drama programs. After all, a change of only sixty minutes of programming per station over a given week will be reflected as a one per cent change in some program class. The importance of such minor changes was discounted.

Figure 1 presents the relative amount of time devoted to the major types of programs excluding primary advertising and public agency time. Figure 2 shows the relative amount of time devoted to various classes of programs, including the advertising and public agency time within them.



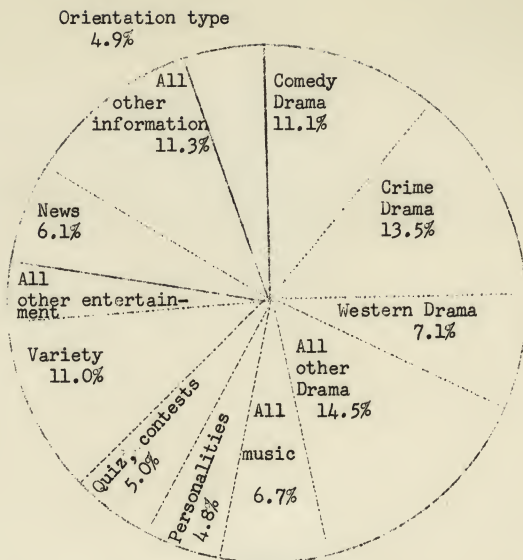


Figure 2: Per Cent of total Program Time Devoted to Various Types and Classes of Programs. (Advertising and public agency time included in each class.)

Where programs for the audiences are concerned, children's programs are more concentrated in the children's hours. In 1954, 80 per cent of the children's programs were found in the so-called children's hours as against 59.4 per cent for 1953. The 1953 figure represented a decrease of over thirty per cent from previous years. Crime drama in 1954 makes up eight per cent of the children's hours as compared with over 17 per cent in 1953.

Programs from the Stations. Three stations, (WCBS, WOR-TV, and WATV) continue to devote more than 80 per cent of their broadcast time to entertainment type programs. WPIX, the station with the smallest proportion of entertainment time (68.1%) leads all other stations in the proportion of time devoted to information type programs, (30.5%). WCBS leads all stations in domestic programs with 18.8 per cent of its total time given to the housewives, while WOR-TV lags far behind with only 2.7 per cent of total time given to domestic programs. WATV and WOR-TV stand out as having the largest proportion (about 17 percent) of their program time devoted to children's programs. WCBS among the stations has proportionally the smallest amount of children's program time (3.4%)

WATV and WOR-TV devote the largest proportion of broadcast time to drama programs. About 68 per cent of their total time on the air is taken up by drama; crime drama alone accounts for between 20 and 25 per cent of their time. On these two stations, the bulk of the drama productions are in the form of old or imported motion pictures. WNET devotes the smallest proportion (25.7%) of time to drama, but does not actually lag too far behind other stations in actual hours of drama program time.

WNBT leads all stations in the proportion of time given to news programs (13.8%); this is still true after the proportion of time in Dave Garroway's "Today" (6.5%) is discounted.

Violence on New York Television. In 1954, monitors recorded an act or threat of violence about every five minutes in entertainment type programs, or 13.3 acts or threats per hour. This figure is only a little less than twice the figure of 7.1 acts and threats per hour obtained in 1953. A total of 6868 acts and threats of violence were logged in 1954 as compared with 3,350 acts and threats in 1953.

Although some of this increase may be due to improved monitoring methods as described in the introductory paragraphs of this report, the bulk of this increase in violence probably was due to a more liberal interpretation of the definition of violence that was borrowed from previous studies. Despite this fact, however, the monitors complained at the end of the study that the amount of violence on television was greatly understated by the definition of violence used!

The bulk of violence on television occurs in drama programs where, in 1954, twenty acts or threats of violence were recorded in each hour of drama monitored. Western drama, crime drama and comedy drama, in that order, show violence with the greatest frequency. The animated cartoons for children account for most of the violence in comedy drama, with an act or threat occurring every minute.

An innovation in the monitoring of violence was introduced in 1954 by rating the context of the violence. This was done on a three point scale with the following definitions:

Context I: Acts or threats in sinister contexts. Acts or threats tallied here are those accompanied by one or more of the following devices:

- a. measured, ominous music
- b. shadowy, "low-key" lighting
- c. relatively clear depiction of terror or horror in the actions or expressions of characters involved
- d. stealthiness of movement
- e. other devices used to create "suspense"

Context II: Acts or threats not necessarily less realistic than those classed as context I, but not accompanied by the devices listed above.

Context III: All cases of sham violence such as found in comedy situations.

Table 1 presents the results of the analysis of violence in terms of intended audience of program and context of violence contained in it.



Table 1

Violence in New York TV Analysis by Audience and  
by Context of Violence

Program Audience	Per Cent of Violence In:			
	Context I	Context II	Context III	Total
Domestic	0.1	0.9	0.5	1.5
Children	2.6	9.4	17.0	29.0
General-Adult	18.7	36.8	14.1	69.6
Total	21.4	47.1	31.6	100.0

Obviously most of the violence in programs intended for children is of the sham type (Context III) and very little is presented in a sinister context. Most of that violence in a sinister context occurs in programs intended for the general adult audience.

Once again, there is little basis in this study for the formulation of value judgments about violence in TV. We have observed that there is much of it, and in this year's study, we have found that not all of it is "sinister" in nature. But we are in no position to say whether the value of the depiction of violence as a vicarious expression of aggression outweighs its possible danger as generator of behavior and attitude. Certainly, experimental study of this question is needed.

Public Issues on TV. The relative amount of time devoted to public issues programs has remained fairly constant over the four year span of the New York TV studies. In 1954, 1.6% of total program time was devoted to public issues programs. Table 2 shows how attention was divided among the more frequent public issues on television as compared with the front pages of New York newspapers for the same week. On television, slightly more than 14 per cent of the topics discussed dealt with recession and the nation's economy. The Bricker Amendment made up another nine and one-half per cent of the topics, and communism and defense spending each accounted for another six and one third per cent.

In newspapers, the Berlin Conference garnered the most attention, taking up more than 20 percent of the public issues topics reported on front pages, as compared with only 4.8 per cent on TV. The American soldiers who refused repatriation made up another 10.7 per cent of front page articles, but received much less attention on TV. About equal proportions of mention of the Bricker Amendment were found in newspapers and television. Labor disputes on railroads and subways received proportionally more consideration in newspapers than on TV.

Table 3 shows how the monitors of public issues programs rated the discussions on three different dimensions. For the most part, public issues discussions were found to use mostly rational appeals, to present usually one viewpoint, but to be relatively impartial in their presentations.

Advertising on New York TV. The proportion of total program time devoted to primary advertisements rose 3.4 per cent over 1953 to a total of 13.4 per cent for 1954. As we stated earlier, a portion of this gain is due to greater accuracy in monitoring procedures; unfortunately, it is impossible to say how much of the trend can be so explained.



Table 2

Number and Per Cent of Public Issues Topics Discussed on Front Pages  
of New York Newspapers and on New York Television During the  
Week of January 25-31, 1954

Topic	Television		Front Pages of Newspapers	
	Number	Per Cent	Number	Per Cent
Recession, the Economy	9	14.3	13	6.2
Bricker Amendment	6	9.5	21	10.1
Communism, Subversion, and Public Investigations	4	6.3	12	5.8
National defense and Defense Spending	4	6.3	0	0.0
Berlin Conference	3	4.8	42	20.2
Coffee Prices	2	3.2	14	6.7
England and Spain: the Gibraltar Affair	2	3.2	6	2.9
GI's Refusing Repatriation	1	1.6	22	10.7
Railroad Strike	1	1.6	18	8.7
Korean Peace Talks	1	1.6	8	3.8
Taxes	1	1.6	3	1.4
Longshoreman's Unions	0	0.0	7	3.4
Other Public Issues	29	46.0	42	20.2

Table 3

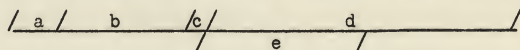
Per Cent of Public Issues Programs Falling in  
Each Category of Three Rating Scales

Scale and Category	Number of Public Issues Programs	Per Cent of Public Issues Programs
Rationality		
Mostly rational appeals	19	50.0
Some rational and some emotional	14	36.8
Mostly emotional appeals	5	13.2
Breadth		
Many views presented	12	31.5
More than one, but not many	5	13.2
Only one view presented	21	55.3
Impartiality		
Audience judges for itself	18	47.4
Fairly impartial; some selling	10	26.3
Views are "sold" to audience	10	26.3

While the amount of primary advertising time was found to be greater in 1954, the number of primary advertisements increased still more, with a net effect of slightly reducing the average length of television commercials. In 1952 and 1953, the average advertisement on TV ran about 60 seconds; in 1954, 54 seconds. When one considers the number of 10 second spot commercials in station breaks that pulls down this average figure, it is clear that the commercials within a program are considerably longer than a minute.

Secondary advertising was considerably less in quantity in 1954 than in 1953. Four and nine-tenths per cent of total time was accompanied by secondary advertising materials. This figure plus the 13.4 per cent primary advertising time gives a total of 18.3 per cent as the amount of program time devoted to advertising.

In 1953, secondary advertising was nearly twice as great as in 1954, but this difference is almost certainly due to the fact that different procedures were used in computing secondary time. The following diagram shows how the amount of secondary advertising time was computed in previous years:



- a = time in the station break
- b = time given to primary advertisements
- c = time devoted to public agency announcements
- d = time in program content
- e = program time accompanied by secondary advertisement

In 1953, the amount of secondary advertising time was found by summing the amount of "d" for all programs where "e" was more than 50 per cent of "d". In other words, the amount of secondary time reported in previous years included much more than the actual amount of secondary advertising time in programs with more than 50 per cent secondary advertising, and included none of the secondary advertising time found in programs with less than 50 per cent secondary advertising.

Since the necessity for this roundabout procedure for computing secondary advertising was not clear to the present investigators, only the actual amount of secondary time (i.e., the "e" portion in the above diagram) in all programs was used in this year's report.





To: Directors of NAEB

From: The Research Committee, 1953

RE: Proposal for 1954, New York TV Monitoring Study

It is proposed to conduct a fourth in the series of New York TV monitoring studies. The plan, in this as in each of the studies, would be to (1) obtain information comparable to and consistent with that derived from each of the preceding studies on the amount of time devoted to TV programs of the several classes, together with information on the amount, kind and location during the week of advertising material; and (2) pioneer in the scientific exploration of some significant aspect of TV programming. In 1952 this exploratory work was on the measurement of the amount, means and context of acts of violence. In 1953, the study obtained basic data on the amount of violence for comparative purposes, but in addition an exploration was conducted into the nature of stereotyping in indigenous TV drama programs. It is proposed in 1954 to explore a quite different area of TV program policy, but one which seems overdue for analysis: namely, the manner in which what we have called "Public Issues" programs are handled. This would entail an objective analysis of how controversial issues are presented to the TV public, and would include analysis of the extent to which TV undertakes to deal with Public Issues, as well as the more narrow question of how it handles those issues it chooses to present in some fashion.

This will be the fourth annual study of New York TV programs, using consistent and comparable methods of analysis. The report on the third study which will be published by summer, 1953, will disclose, as the preliminary release issued in January 1953 indicated, that major shifts are taking place in the kind and quantity of TV programming available to the public in the major program-originating city, New York. Drama programs which in 1933 had amounted to 33 percent of all program time had risen in 1953 to 47 per cent. Sports programs in 1953 were only half as abundant, proportionately, as in 1951. Information and orientation programs have decreased while entertainment programs have increased, as proportions of total programming.

It is evident from the first three New York studies that the "picture of the world" which is presented by TV programming has changed even in this short period of time. These studies have provided essential benchmark information for industry, educators, the Federal government, and the public at large. They constitute a large-scale map of the course of TV program development so that those who run may read.

The following table presents a budget for the next year.

BUDGET  
1954, New York TV Monitoring Study

Field Work

Facilities and equipment

Space	\$300	
TV set rental	250	
Office supplies and forms	150	
Telephone and Telegraph	75	
Miscellaneous	75	\$850

Personnel

Monitors at \$1.50 per hour	3,000	
Supervisors	680	
Photographic service	35	3,715

Other

Transportation and project director's			
Subsistence	400		
Contingencies	235		
Total, field work	<u>        </u>	<u>635</u>	5,200

Analysis

Facilities and equipment

Space	150		
Office equipment rental	150		
Office supplies and forms	50		
Telephone and Telegraph	25		
Miscellaneous	<u>75</u>	450	

Personnel

Tabulation Clerks	1,300		
Tabulation supervisors	<u>500</u>	1,800	

Others

Director's subsistence	450	<u>450</u>	
Total, Analysis			2,700

Publication

Typing, graphic work	350		
Printing and duplication	1,750		
Publicity	<u>250</u>		
Total, Publication			2,350

Project supervision and report writing

Director	1,000		
Consultants	750		
Incidental travel	200		
Miscellaneous	<u>300</u>		
Total, project supervision and report writing			<u>2,250</u>

Total, New York Study			12,500
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# PURDUE OPINION PANEL

## BUDGET

### 1954 New York TV Monitoring Study (Seven Channels)

#### Fieldwork

##### Facilities, Equipment and Services

Space	\$ 300.00	
TV Set Rental	250.00	
Office Supplies and Forms	100.00	
Telephone and Telegraph	50.00	
Miscellaneous	<u>50.00</u>	
		750.00

##### Personnel

Monitors for 7 Channels		
@ \$1.50 hr.	3,000.00	
Supervisors	<u>700.00</u>	
		3,700.00

##### Other

Transportation and director's		
subsistence	400.00	
Contingencies	<u>200.00</u>	
		<u>600.00</u>

TOTAL, FIELD WORK 5,050.00

#### Analysis

##### Facilities, Equipment and Services

Statistical Laboratory Services	1,800.00	
Office Supplies and Forms	50.00	
Telephone and Telegraph	25.00	
Miscellaneous	<u>25.00</u>	
		1,900.00

##### Personnel

Clerks and secretaries	800.00	
Supervisors	<u>250.00</u>	
		<u>1,050.00</u>

TOTAL, ANALYSIS 2,950.00

#### Project Supervision and Report Writing

Director	1,000.00	
Consultants	750.00	
Incidental travel	200.00	
Typing, Graphic work	300.00	
Miscellaneous	<u>200.00</u>	
		2,450.00

TOTAL, PROJECT SUPERVISION AND REPORT WRITING 2,450.00

TOTAL, NEW YORK STUDY \$10,450.00

file

To: NAEB Board of Directors, Research Committee, Executive Director

From: Frank E. Schooley, Treasurer

Re: Monitoring Study, New York, 1954

new  
file →

1. The contract has been awarded to Purdue Opinion Panel, with H. H. Remmers, Director, for bid of \$10,450.
2. The award was made on a basis of comparative bidding, and POP was the lowest firm bidder.
3. Approval of the contract award was made by the Executive Committee, by unanimous vote, after Bob Coleman had forwarded all bids to the Executive Director for use of the Executive Committee. At all times we conferred with the Chairman of the Committee.
4. To brief you, the bids came down to POP and Dallas Smythe. I talked at some length with Dallas. He was unwilling to submit a firm bid, he said, because he was not operating a commercial research organization. He would take it on the basis of the past studies, and while indicating to me the fee was not a major consideration, in writing to Coleman he had indicated he thought previous fee too small. He was unwilling to agree to any period less than six months for supplying manuscript report for printer. In evaluating the factors, it was agreed (with Coleman concurring) that Dallas should be given the task, other things being equal. The Executive Committee decision in favor of POP was made on the two factors I have indicated, but largely because of the six months for preparation.
5. Other bids were in amounts of (1) \$12,000 plus, (2) \$19,075, and three declinations. One institution did not reply.
6. This decision was made by the Executive Committee, by telephone vote, and with each member voting without knowing how others were voting until his vote had been cast. I immediately informed Coleman, who concurred, and also advised Remmers and set up conference with him for Monday, December 7.
7. Coleman is to advise the Research Committee members of all actions and procedures. I have previously sent some information to Directors. This supplements the previous information, which I got out under pressure in order to expedite.
8. May I urge you to keep this award in confidence. It is most desirable that this not become general information until after the monitoring is done. I shall suggest to Remmers that he see Si Siegel on his first trip to New York. Remmers is planning an early trip to New York.

12-7-1953



established for one villager to hear something on the radio and then repeat the information to a friend. In 1926, Redfield found that Tepozteicans made very little use of the stored experiences of other groups. In the 1940's, Lewis found an increase in such usage. One road, a few movies, traveling teachers, and radio have begun to broaden the cultural horizon of Tepoztlán.

### *Conclusion*

In the United States, each month finds television coming to some community for the first time. In Mexico, radio is still experiencing a status of novelty in at least one locale each month. Some Mexican broadcasters, though unfortunately still few in numbers, realize the tremendous opportunity their transmitters represent to attack two ancient ills of Mexico—isolation and its resulting ignorance. For example, Enrique Max Gómez Blanco, manager of station XEBL in Culiacán in the state of Sinaloa on Mexico's Pacific Coast, has never forgotten his prebroadcasting days as a schoolteacher. XEBL's microphones have devoted time to educational broadcasting and still have been quite successful commercially. Student forums, contests in conjunction with the public schools on various subjects, and graduation ceremonies are worked into XEBL's broadcasting schedule. Nearby communities, devoid of the few newspapers that are distributed in Culiacán, rely on one daily newscast to learn about the outside world. Microphones in the hinterland can be instruments of the social reform for which Mexicans have fought in other ways.

Mexico has employed land reform and rural education for the past forty years to carry out a social revolution. The primary problem has been to integrate the Republic, to escape from the communications dilemma of a nation divided between a minority living in a modern urban world and a majority living in an isolated, primitive rural world. Radio is certainly one of the instruments of integration in Mexico.

see pp. 421-44

## A Bibliography for the Quarter

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Book Editor, FRANKLIN FEARING

### BOOKS

ONE OF THE STRIKING manifestations of the current interest in those sciences concerned one way or another with human relations is the volume of research on human communication. The person sensitized to the cultural climate of the United States cannot help but be impressed by the concern which many of these studies show for the *arts of persuasion*. Under this chaste phrase are included all the techniques concerned with making friends and influencing people, selling breakfast foods as well as ideas, modifying public opinion, and conducting successful "public relations"—in a word, all the methodologies for changing people's minds. The practical importance of all this in the modern world cannot be doubted, and the art itself seems virtuous and even noble especially when practiced in the interests of "our" side.

Perhaps the most authoritative and comprehensive statement to date of the methods and results of controlled experiments on the ways in which words and symbols influence people is found in *Communication and Persuasion* by Carl I. Hovland, Irving L. Janis, and Harold H. Kelley (Yale University Press, New Haven, 1953, \$4.50). Within the framework of a carefully considered theory, the authors have tested hypotheses regarding the credibility of communicators, the diverse effects of various kinds of "appeals," the effects of drawing or not drawing the desired conclusions in persuasive communications, the effects of certain group memberships on resistance to persuasive arguments, the personality factors in susceptibility to persuasion, the factors in the retention of persuasive effects, and so on. The experiments are carefully designed to control those variables which are sus-

ceptible to control—the authors are careful to note that not all the important variables are at present susceptible to experimental control—and the results are presented with admirable scientific caution. In fact, the book reflects constantly the formal commitment of the authors to the study of theoretical issues and basic research. “It is,” they say, “to be contrasted with the greater part of research in this area which is of an applied or ‘action oriented’ nature.” If practical considerations are involved at all it is “only to the extent that there is clear indication they will contribute to the formulation of important theoretical issues.”

This is all in the best tradition of objective science. It is clear that these investigators are not solving the practical problems for industry, for advertising agencies, or even for government propagandists. There is, however, a moral dimension inescapably present in *any* study of mass persuasion. Perhaps the best statement of this dimension is found in another monograph which is by way of being a classic in this field. Robert K. Merton in the last chapter of *Mass Persuasion: The Social Psychology of a War Bond Drive*<sup>1</sup> puts it thus:

He [the social scientist] may adopt the standpoint of the positivist, proclaim the ethical neutrality of science, insist upon his exclusive concern with the advancement of knowledge, explain that science deals only with the discovery of uniformities and not with ends, and assert that in his role as a detached and dispassionate scientist, he has no traffic with values. He may, in short, affirm an occupational philosophy which appears to absolve him of any responsibility for the use to which his discoveries in methods of mass persuasion may be put.

The “value-free” investigator, according to Merton, says in effect:

If these techniques of persuasion are used, *then* there will be (with a stated degree of probability) a given proportion of people persuaded to take the desired action. . . . The investigator takes no moral stand. He merely reports his findings, and these, if they are valid, can be used by any interested groups, liberal or reactionary, democratic or fascistic, idealistic or power-hungry.

<sup>1</sup> (New York: Harper and Bros., 1946), pp. 187 ff.

Merton believes that the value-conscious investigator as distinct from the value-free investigator would have framed his hypotheses differently in the beginning. He would have distinguished between the *immediate* results obtained from the more remote effects. He would have been concerned, for example, with hypotheses regarding the effects of acceptance of persuasive appeals on the critical capacities of the recipients in general. He would have desired to know the effects on the personality of "being subjected to virtual terrorization by advertisements which threaten the individual with social ostracism" unless he uses a specified product. This last is interesting in the light of the section on "Fear-Arousing Appeals" in the book before us in which the primary concern is with hypotheses regarding the effectiveness or ineffectiveness of certain types of "threat" appeals.

It would obviously be unfair to indict the present study for ethical shortcomings which it shares (if we accept the orientation of Merton) with much, if not all, social science research in this field. And the answer to these problems is certainly not a simple one. We may not expect the social scientist to refuse to do research on certain problems simply because the results of his studies may be put to ethically indefensible uses—there may not even be agreement as to what is ethically defensible or indefensible. But, if we are to be concerned with the effectiveness of *threat appeals in producing a desired action* (strictly, of course, from the point of view of basic research), we should at the same time endeavor to design research to test hypotheses regarding the effects of *threat appeals on personality structure*. Communications research does not become immaculate merely because it divorces itself from market-place considerations. Moral neutrality, perhaps unfortunately, is neither desirable or possible. With all its excellencies we should feel more comfortable about *Communication and Persuasion* if its authors, like Merton, had recognized the "intimate interrelation of technique and morality."



In *Three Years of New York Television* (Monitoring Study Number 6, National Association of Educational Broadcasters, Gregory Hall, Urbana, Illinois, 1953, no price quoted), Dallas Smythe reports the results of monitoring for the third successive year all the TV programs broadcast in New York City for one week. Previous monitoring studies reported results from Chicago and Los Angeles, but the present monograph is confined to the results from the 1953 New York study as compared with the 1951 and 1952 studies in the same city. As the author notes in the preface:

While three years is scant time for trends to appear, television programming has changed so rapidly in style and content that at least the beginnings of significant trends are discernible within the span of time covered by these reports.

The making of comparisons is possible since the studies were conducted in the same calendar week and since the concepts, definitions of categories, and training and recruitment of monitors were the same for all three New York studies. The only additional data obtained in the 1953 study were concerned with what Mr. Smythe calls "stereotyping." Under this category he has attempted to monitor the types of character portrayals in the TV-drama programs. It is possible here to present only a few of the more important results of these comparisons:

1. Entertainment-type programs continued to dominate TV fare, rising in 1953 to 78 per cent of all time. The drama category represented the sharpest increase—47 per cent of all TV time was devoted to this type in 1953 as compared with 33 per cent in 1951 and 42 per cent in 1952. Crime was the subclass of drama which stood first in 1953.

2. In 1953, there were twelve programs identified with recognized educational institutions as contrasted with thirteen in 1952 and one in 1951.

3. The number of acts and threats of violence increased substantially from 1952 to 1953. In 1953, there was an increase of 15 per cent with 3,421 acts and threats of violence monitored. The "saturation rate" rose from 6.8 per hour in 1952 to 7.1 in 1953.

4. In the children hours, violent acts and threats occurred at the rate of 9.6 per hour for both years. The children hours contained two fifths of the acts and threats of violence in 1953.

5. Live programming decreased from 1952 to 1953, especially on the variety, information, religious, public institutional, and personal-relations programs.

6. Advertising continues to increase. The proportion of total time devoted to it was 18 per cent in both 1952 and 1953 as compared with 14 per cent in 1951. Advertisements which interrupted the flow of the program (primary advertisements) were 22 per cent more numerous and took 27 per cent more time in 1953 than in 1952. Secondary advertising (which either accompanies or is the program content) was 10 per cent less in 1953 than in 1952, though still about two-and-one-half times its 1951 level.

The results of the study of "stereotyping"—a category of analysis appearing for the first time—are more difficult to summarize briefly. The purpose here was to obtain a picture of the personality characteristics of the characters portrayed in the dramatic programs which were prepared specifically for TV. To do this the monitors made use of a series of seven-step scales which defined a selected list of character traits such as happy-sad, clean-dirty, generous-miserly, quick-slow, kind-cruel, or smart-dumb. In addition, the monitors catalogued the characters relative to sex, age, occupation, respect for law, whether heroes or villains, nationality, and so on.

The results are interesting. For example, people in the TV-drama world are predominantly white American males, in the courting and child-bearing ages (i.e., at the peak of their presumed sexual attractiveness), who work, especially as managers and service people. This last is especially interesting since it reflects a culture which places a high value on managerial and service activities and in which physical-production work rates low. Housewives make up the largest single occupational category for women in the TV-drama world, as in the real world. In the hero roles, males outnumber females two to one and are pre-

dominantly white American. The villains, on the other hand, are typically not American and are in the labor force, especially in such capacities as managers, officials, and proprietors. Among the professional groups depicted, journalists are shown as closest to community ideals in character attributes; and scientists, as most distant. The prevailing ambivalence of American culture toward teachers (including professors) is shown as this group is typically portrayed as the weakest, softest, slowest, cleanest (!), kindest, and fairest of the professional groups. Scientists are the least kind, least honest, and most unfair.

These studies continue to furnish the most reliable picture of what appears on the TV screens in the United States. No discussion of TV as a social force—its future prospects or its educational potential—is complete if it fails to take these studies into account. Although the present study is in many ways the most interesting and significant one to date, this reviewer is not altogether happy with Mr. Smythe's venture into the characterology of the TV world. The use of the term "stereotyping" is unfortunate since it implies more than the data, strictly speaking, show. As used in this study it is synonymous with typical (in the statistical sense). For most social psychologists (Mr. Smythe's strictures regarding their vagueness in using the term scarcely seem warranted), "stereotyping" refers to characteristics presumably possessed by *all* members of a particular group (an ethnic group, for example) *as these are perceived* by members of the larger culture or subculture. These perceptions, of course, may be wholly or partially at variance with the characteristics actually possessed by the group. Further, this usage implies that the "stereotyping" of a group occurs because it justifies certain kinds of behavior—usually unfriendly or hostile—toward the group stereotyped. Gordon Allport states this in succinct form in his recent study of prejudice: "Whether favorable or unfavorable, a *stereotype* is an exaggerated belief associated with a category. Its function is to

*justify (rationalize) our conduct in relation to that category.*"<sup>2</sup> The frequency with which TV characters manifest certain traits may reflect that the producers of the drama (or the writers) are sensitized to certain group stereotypes which exist in our culture, and have built up their characterizations accordingly. Certainly, the mass media are among the important agencies which transmit stereotypes. But there are no data in the present study which show this, and the trait scales used for the ratings are not necessarily those which might reveal stereotypic traits. The testing for stereotyping, as defined above, in TV drama might not be as complicated as Mr. Smythe seems to feel. There are already many data regarding the existing stereotypic traits attributed to various groups, especially ethnic groups (Allport reviews this literature); and the problem would be to monitor TV-drama programs for these traits. The procedures would not be any more "subjective" than those used in the present study.

These mild strictures do not invalidate or render less interesting the findings of the study regarding the characterology of the TV world. The use of the Osgood semantic-scaling techniques is interesting and ingenious. The particular set of character dimensions developed for this study appear to reveal socially significant aspects of the characters, but certainly they do not exhaust the possibilities.



According to the statement on the dust cover, *Television in School, College, and Community* by Jennie Waugh Callahan (McGraw-Hill, New York, 1953, \$4.75) is the first book in the field to deal exclusively with educational television. If so, it is an excellent first attempt. The "bright new field," as the author calls it, is presented in attractive colors, with enthusiasm, and—interestingly enough—with extensive documentation. The book is divided into three parts. The first part is concerned with the

<sup>2</sup> *The Nature of Prejudice* (Cambridge, Mass.: Addison-Wesley Publishing Company, 1954), pp. 191 ff. The italics are in the original.



establishment of an educational-television station and its equipment. The second part deals with TV-programming problems in the public schools, colleges, adult-education courses, and so on. Part three is devoted to writing and production techniques, and includes a dozen or so TV scripts. The subjects of these scripts range from *Lunch-Time Gallery Talks* (developed by the Memorial Art Gallery of Rochester, New York) and *Traveling with Tunes* (presented by the Baltimore Public Schools) to *Greek Tragedy* (a script for a kinescope presentation by the University of North Carolina Communication Center). The appendices contain an extensive bibliography of source material for educational-TV planning and programming as well as books and articles, a listing of TV-equipment manufacturers, and, of course, a glossary of terms.

Although the author's picture of educational TV is somewhat roseate—one wryly recalls the picture presented in similar books about the educational future of radio—she may be forgiven since the book contains a vast amount of solid, usable material. It will be indispensable to any person concerned professionally or non-professionally with educational TV.



*Television Broadcasting* by Howard A. Chinn (McGraw-Hill, New York, 1953, \$10.00) is a 700-page treatment of all the technical aspects of the subject. This is not to say that the author is concerned with production techniques, directing, writing, and the like. The book is intended primarily for technicians, who, as the dust cover hastens to explain, need have no mathematics beyond arithmetic to understand it. A sampling of the chapter headings reveals the book's scope. These include Television-System Fundamentals, The Image-Orthicon Camera, Field-Pickup Techniques, Studio-Television Equipment, Studio Lighting, Television Projectors, Program-Transmission Systems, Studio-Building Planning, and Color-Television Broadcasting

Equipment. The author is chief engineer, Audio-Video Division, of the General Engineering Department, Columbia Broadcasting System.



Utilizing the information in the record books of the Copyright Office which contain the original applications for registration of copyright claims, the Library of Congress has been issuing a series of film catalogues. The first of these, *Motion Pictures, 1912-1939*, was published in 1951. Two more have just been published, *Motion Pictures, 1894-1912* and *Motion Pictures, 1940-1949* (Copyright Office, Library of Congress, 1953, \$2.00 and \$10.00, respectively). Together, these publications provide a fifty-five year record of motion-picture copyrights containing the descriptions of more than 76,000 films made in the United States. The content of the entries varies somewhat but, in general, includes the title, date, producing company, facts about the published work on which the film was based, and the author of the screen story. The information in the 1894-1912 volume was compiled by Lamarr Walls, former curator of the motion-picture collection of the Academy of Motion Picture Arts and Sciences.

The 1894-1912 volume is historically the most interesting. It lists 8,506 works beginning with *Edison Kinetoscopic Record of a Sneeze* ("Fred Ott's Sneeze"), registered January 7, 1894, and ending with *The Feast of Belshazzar*, copyrighted January 23, 1913. There are many titles documenting important events recorded on film: *McKinley Taking the Oath* (1897), *Roosevelt's Rough Riders Embarking for Santiago* (1898), *Admiral Dewey Landing at Gibraltar* (1899), *Queen Victoria's Funeral* (1901), *The Attack on Port Arthur* (1904), *The Inauguration of President Roosevelt* (1908), and many others. During this early period no copyright protection existed for films as such, and producers protected their works by copyrighting contact paper prints, made from the 35-mm. film, which they deposited in the Copyright Office. The films have long been lost or destroyed, but the paper

prints remain; and, after considerable experimentation, methods have been perfected for reconverting these paper prints to 16-mm. film. The importance of this material not only for the historian of motion pictures, but especially for the social historian, cannot be overestimated. Completion of the reversion project will require funds from outside sources. The Academy of Motion Picture Arts and Sciences is coöperating in this venture. Requests for information regarding the reconverted films should be addressed to the Chief of the Stack and Reader Division, Library of Congress, Washington 25, D.C.



*Mass Media and Education* (Fifty-Third Yearbook of the National Society for the Study of Education, Part II, 5835 Kimbark Ave., Chicago 37, Illinois, no price quoted) is a 300-page monograph prepared by a special committee of educators consisting of Edgar Dale (chairman), Wilbur Schramm, I. Keith Tyler, and Paul A. Witty. The eleven contributors to this volume are not concerned with educational films, radio, or TV as such, but with the mass media of communication as influences arising in the out-of-school life of the child or youth and in the normal experiences of the adult. Professor Dale states the purposes specifically:

1. To give background on ownership, control, regulation, and purposes of mass media so as to be able to appraise their place in modern American society.
2. To examine the content and influence of communication by mass media in so far as these are relevant to the educational activities of teachers, parents, and public-opinion leaders.
3. To theorize on broad philosophical and educational grounds about the influence of the mass media and to present specific research data on such influence.
4. To offer suggestions to parents and teachers on how to use the mass media fruitfully.
5. To discuss the obligations of the citizen in relation to the mass media.

The following are the specific subjects discussed by the contributors: "The Role of Mass Communication in American Society," Fred S. Siebert, School of Journalism and Communications, University of Illinois; "The Social Functions of the Press," Theodore Peterson, School of Journalism and Communications, University of Illinois; "Motion Pictures in Relation to Social Controls," Robert W. Wagner, Ohio State University; "Freedom and Access to Broadcasting," I. Keith Tyler, Ohio State University; "Procedures and Effects of Mass Communication," Wilbur Schramm, Division of Communications, University of Illinois; "Procedures and Effects of the Printed Media," Charles E. Swanson, Institute of Communications Research, University of Illinois; "Social Impact of the Mass Media of Communication," Franklin Fearing, University of California; "The Content and Effects of Broadcasting," Dallas W. Smythe, Institute of Communications Research, University of Illinois; "The Classroom and the Newspaper," Per G. Stensland, Texas Technological College; "Teaching Discrimination in Motion Pictures," Edgar Dale, Ohio State University; "The Citizen and the Mass Media," R. J. Blakely, Fund for Adult Education, Ford Foundation. The editor of the volume is Nelson B. Henry, University of Chicago.



The titles on the Mentor and Signet Key book lists (New American Library of World Literature, 501 Madison Ave., New York 22, N.Y., 25 and 35 cents each) continue to be astonishing. Current titles are *The Shaping of the Modern Mind* by Crane Brinton, *Greek Civilization and Character* by Arnold J. Toynbee, *The Sea Around Us* by Rachel L. Carson, *How to Make a Success of Your Marriage* by Dr. Eustace Chesser, *Gandhi* by Louis Fischer, *The United States Political System and How It Works* by David Cushman Coyle, *The Song of God Bhagavad-Gita* with an introduction by Aldous Huxley, *Basic Selections from Emerson* (edited by Eduard C. Lindeman), and *Speak Better Write Better English* by Horace Coon.